

APR 13 '36

ATLANTIC FISHERMAN

Registered U. S. Patent Office

VOL. XVII

APRIL, 1936

NO. 3



One of the Preparation Rooms at the Columbian Mills, Auburn, New York, where repeated combing of the fibre insures a stronger, more uniform rope.

Exclusive Waterproofing Method makes
THIS ROPE easier to handle

Every fibre in Columbian Rope is individually waterproofed and lubricated. This seals the fibres against decay. It also makes our rope more flexible—much easier to handle even when wet.

COLUMBIAN ROPE COMPANY

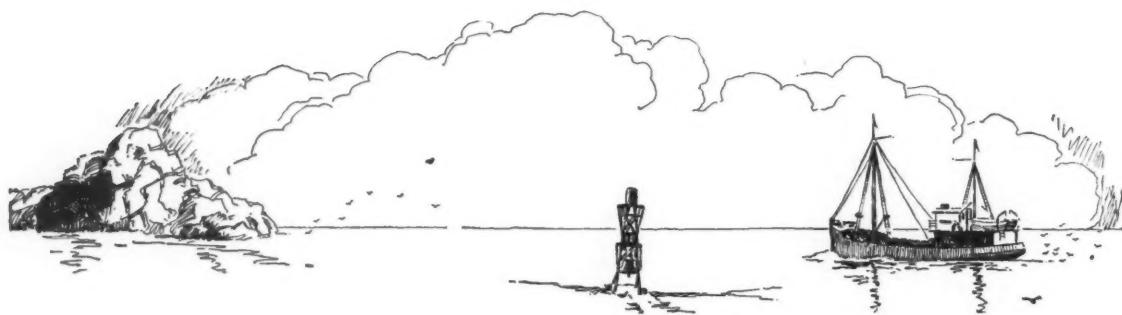
362-90 Genesee Street
AUBURN "The Cordage City," N. Y.

Branches: New York, Chicago, Boston, New Orleans

COLUMBIAN TAPE MARKED ROPE

Boston Office and Warehouse 38 Commercial Wharf

FOR SAFETY AT SEA



**ship a battery of genuine
marine type and quality
... AN EXIDE**



AS a matter of safety and as a matter of dollars and cents, it pays to be sure of your battery. You can't afford to put into port for service at the first sign of battery trouble. The answer is — use a battery that won't give trouble.

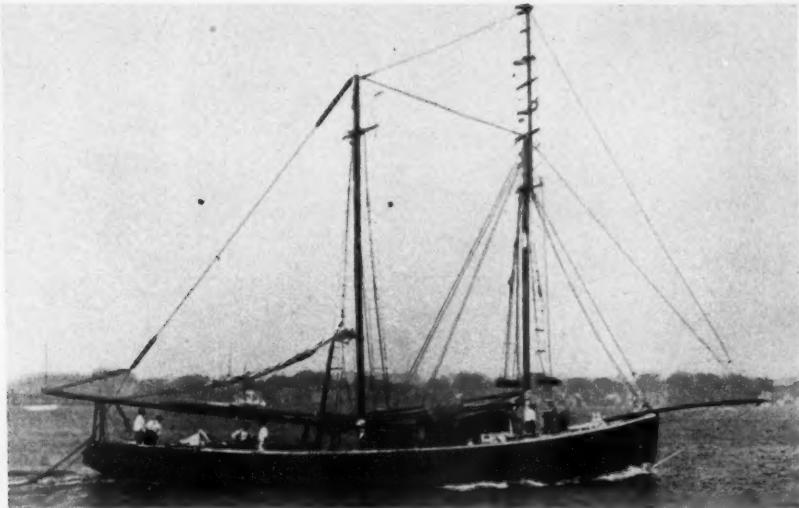
Exide has developed a new line of such batteries — all of genuine marine type and quality, the product of more than 40 years' experience in building batteries used on every type of fishing, commercial and pleasure craft.



There is a new line of Exide Marine-type Batteries for smaller craft — 6 and 12 volt. There is a new line, both Exide and Exide-Ironclad, for larger vessels — 32 and 115 volt, up to 200 A. H. capacity. Exide-Ironclads of higher capacities are available for the needs of the largest ships. All will give long, dependable service at minimum cost. See your marine dealer, or write to:

THE ELECTRIC STORAGE BATTERY CO., Philadelphia
The World's Largest Manufacturers of Storage Batteries for Every Purpose
 Exide Batteries of Canada, Limited, Toronto

**"IT'S
a
great
Engine!" says
Capt. Joseph Sanchez**



Two years ago a 4 cylinder 135 H. P. Atlas Imperial Diesel was installed in the "EMILY H", 84' overall, owned by R. A. Sanchez of Newport, R. I., and skippered by Capt. Joseph Sanchez. In checking up on the service which this engine has rendered Capt. Sanchez was asked for his opinion, and this is what he said:

"Our Atlas engine has given very good service. We go swordfishing in summer and flounder dragging in winter and have never had any engine trouble. Even in the severest storms, the engine runs perfectly and always gets us through."

"The engine is very economical on fuel and lubricants. We use an average of 5 gallons of fuel per hour, and 2 barrels of lubricating oil will last us the entire summer season. Only minor repairs have ever been necessary and the cost of these was negligible. It's a great engine and continues to give satisfactory service day in and day out."

"Satisfactory service day in and day out" is what makes a fishing boat profitable. The skipper and the crew get grumpy when a boat is tied up at the dock because of engine trouble when they should be fishing. A full fishing season with never a delay chargeable to the engine—that keeps every man aboard happy, and the increased earnings of the boat keep the owner happy.

Install an Atlas Diesel in your fishing boat and you will find that the low operating cost and continuity of service will far offset the cost attendant to the power conversion. Atlas Diesels always prove a good investment for the boat owner and their trouble free operation is very conducive to building a fine esprit de corps.



ATLAS IMPERIAL DIESEL ENGINE CO.
OAKLAND, CALIFORNIA—MATTOON, ILLINOIS
115 BROAD STREET, NEW YORK

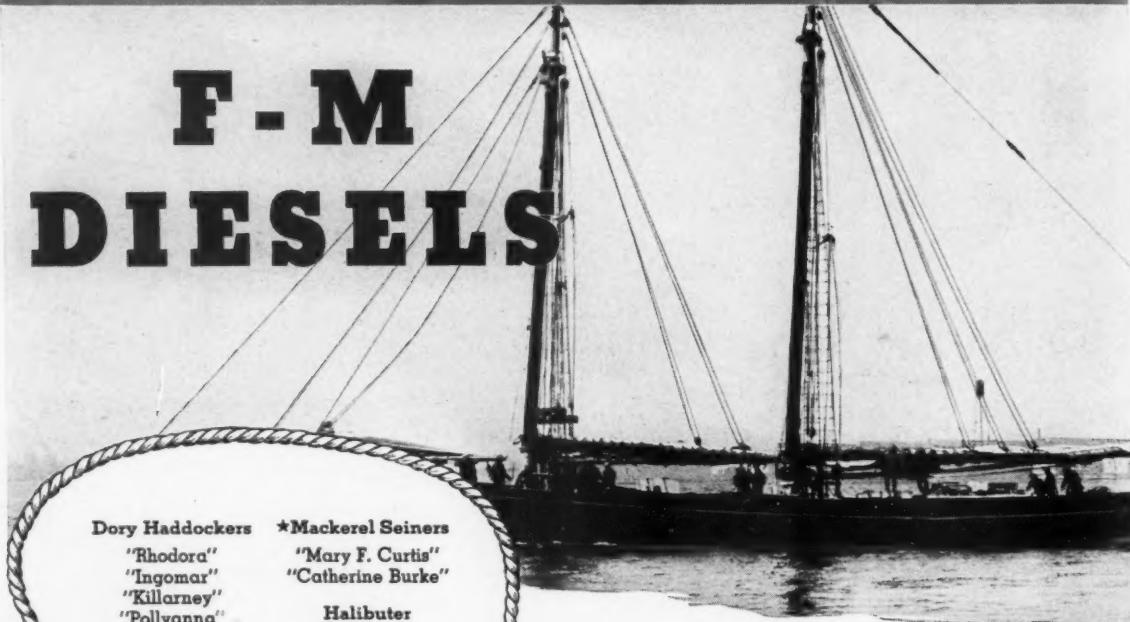
ATLAS IMPERIAL

GORTON PEW PICKS . . .

F - M DIESELS

Dory Haddockers *Mackerel Seiners
 "Rhodora"
 "Ingomar"
 "Killarney"
 "Polyanna"
 "Elk"
 "Corinthian"
 "Teazer"
 "Elmer E. Gray"

"Mary F. Curtis"
 "Catherine Burke"
 Halibut
 "Imperator"



**Eleven out of 12 schooners in
fleet* are F-M Diesel-powered**

Do F-M Diesels pay? Have they the stamina and the maneuverability that count so much in fishing service?

Gorton Pew found the answer years ago—and today eleven of its twelve schooners have Fairbanks-Morse Marine Diesels belowdecks.

If your craft—or your fleet—is not getting the economies that follow with F-M improved back-flow scavenging, needle type piston pin bearings, and other features of Fairbanks-Morse Marine

Diesel design, it will pay you to find out for yourself what extra advantages these great engines have—from both operating and maintenance standpoints. For full information, address Department G241, Fairbanks, Morse & Co., General Offices: Chicago. New York—Boston—Baltimore—New Orleans—Jacksonville—Dallas—Los Angeles—San Francisco—Portland, Oregon—Seattle. Branches with service stations in principal ports.



FAIRBANKS - MORSE

Diesel Engines

POWER PUMPING AND WEIGHING EQUIPMENT

NEARLY THREE MILLION HORSEPOWER NOW IN SERVICE

6636-OA 27.474.

"We wouldn't put out on a fishing trip without 'Eveready' Flashlights and a good stock of 'Eveready' Batteries. We just couldn't get along without them."

SAYS CAPT. PETE DRAGICH, JR.

National Carbon Co.
50 East 42nd Street
New York, N. Y.

Dear Sir:

We "shoot" fish with "Eveready" Flashlights on board the Purse Seiner, "Sea Ranger".

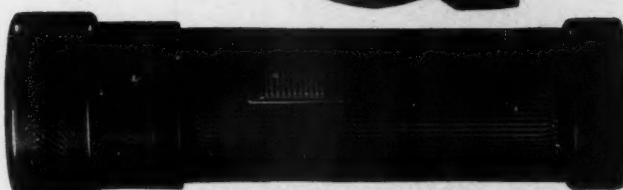
During night fishing the powerful, piercing beam of an "Eveready" heads off a school of fish better than anything else we've tried.

We wouldn't put out on a fishing trip without "Eveready" Flashlights and a good stock of "Eveready" Batteries. We just couldn't get along without them.

Very truly yours,

Captain, Purse Seiner, "Sea Ranger"

NEW! A flashlight that's practically *unbreakable*! Heave it from the masthead to the deck—and its bright beam won't even flicker! It's the new "Eveready" Industrial Flashlight—an ideal light for fishermen. The lens and lamp are protected by special cushioning to prevent breakage. The case is heavy plastic-fibre which won't dent, rust or show signs of wear. Good for working around "hot" wires, too—for there is no metal on the outside of the insulated case. Ask your "Eveready" dealer to get you some of these special lights—they'll save you money—and trouble—by cutting down lamp and lens breakage.



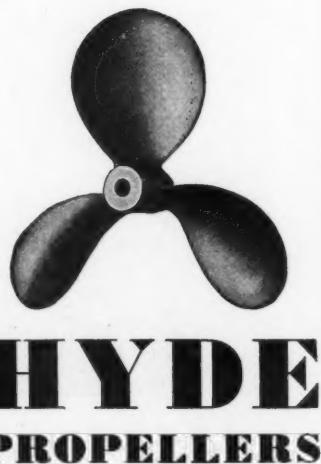
NATIONAL CARBON COMPANY, INC.

GENERAL OFFICES: New York, N. Y. • BRANCHES: Chicago, San Francisco
Unit of Union Carbide  and Carbon Corporation



Check the propeller first on the list because you know the importance of a perfect wheel to the efficiency and speed of your boat. Don't limp through the season with a damaged or off-pitch wheel. Install a new Hyde and get the most out of your engine and boat. Send the old wheel to Hyde for reconditioning. A spare wheel, boxed for easy stowage, takes up little room and may save many precious sailing days.

HYDE WINDLASS COMPANY, Bath, Maine
 Member of Marine Propeller Manufacturers Association



Dealers everywhere carry ample stocks.



Send for this free booklet "Propeller Efficiency". It will tell you why Hyde Propellers often increase the speed of a boat and always get home safely.

POWER TO SPARE

*when your batteries are
USL—and of the type and
capacity recommended by
USL engineering service*

Make sure that your battery equipment is capable of meeting emergency, as well as normal, demands.

USL places at the command of the fishing industry—and of marine industries in general—an engineering organization long experienced in planning battery installations of every description. The service includes the study of specialized battery requirements for every type of craft or individual need.

Send us your inquiries There's a USL office near you.

USL BATTERY CORPORATION, Niagara Falls, N. Y.

NEW YORK OFFICE:

CHRYSLER BUILDING



SRV-17—A typical USL Heavy Duty 4 cell Battery for marine installations.



SRD-21—USL Marine Battery especially designed for hard-starting Diesel Engines.

USL *BUILT TO LAST*
BATTERIES



With the Atlantic Fisherman Photographer in Florida

First Row: Bill Feger, New Smyrna; Felice Golino, President, St. Johns Shrimp Co., St. Augustine; Capt. Jack Lopes, Mayport; Capt. Roland, Roland Fish Co., Mayport.

Second Row: Fred Hanson, (left), St. Augustine, with Manuel Koutalas, who is building Mr. Hanson's new shrimp boat; V. Santos and brother, St. Augustine; Mr. Fordale, Fordale Bros., St. Augustine; Capt. Jack Gomes (right), Manager, Independent Fish Co., Mayport, with one of his captains.

Third Row: John Santos, St. Augustine; Anthony Poli, St. Augustine; Felix Salvadore, Salvadore Shrimp Co., St. Augustine; Luther Bennett, St. Augustine.

All of the above are prominent shrimp producers and dealers. Another group will be published next month.

ATLANTIC FISHERMAN

REGISTERED U. S. PATENT OFFICE

Published Monthly at 92 West Central St., Manchester, N. H.

ATLANTIC FISHERMAN, INC., Goffstown, N. H.

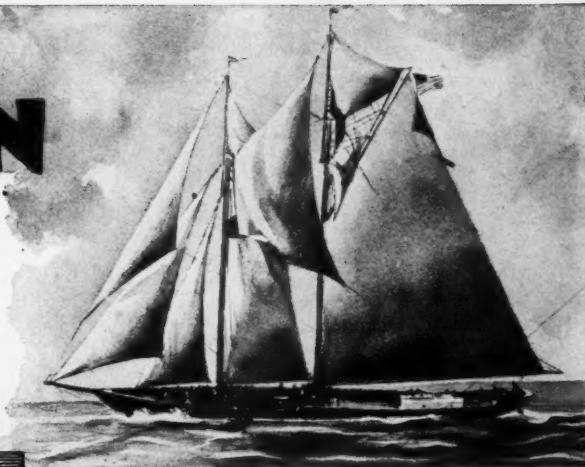
P. G. LAMSON, Publisher; JAMES E. MUNSON, Editor

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Covering the Production, Processing and Distribution of Fresh, Frozen, Filleted, Canned, Dried, Smoked, Salted and Packaged Fish and Shellfish.



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The Advantages of Sales Promotion

HERE is little doubt but that the weakest spot in the fishing industry today is merchandising. We have production technique well in hand; the mechanics of distribution, though complex, are adequate; but merchandising—stimulating the demand for our products among the vast army of potential consumers—is still in its infancy if our industry is regarded as one huge food-producing factory.

Except as noted later, we make little use of newspapers, magazines, radio, billboards, and other avenues of advertising. We did have a press agent for a while, but when the funds gave out, he, quite naturally, stopped work. To come right down to it, critics could say with some truth that our motto—as an industry—is "Silence is Golden."

This is, of course, very well known to everyone in the business, from producers to retailers. We mention it because in the past two weeks we have received three letters, from widely separated cities, commenting on the need for fish advertising. There have been other letters on this same subject, but the three we refer to were from housewives.

One is published in this issue on the page carrying entries in our contest on "One Way to Improve the Fish Business." The other two will be published in a later issue.

Housewives telling us! Our customers asking us to please awake from our age-long nap and show some signs of life! These good friends of ours are better merchandisers than we are.

True enough, there are some shining exceptions so far as individual companies and groups are concerned, notably the oyster and canned salmon producers, two or three associations, the cooperative campaign in the Boston Post, and such companies as Gorton-Pew, Frank E. Davis, Bay State, Booth, and a few others.

The inescapable fact is that they are only a handful at best; we must make more noise than that if we are to get attention.

A national advertising campaign is needed, and yet we

know full well that to unite all factors in our diversified industry calls for superhuman effort.

It is not impossible, however, to add to the present chorus of individuals and groups. Take the lobster industry, for example: if ever a group needed publicity, the lobster industry is that one. Badgered by Canadian imports, it now faces another threat in the importation of South African crayfish tails, claimed to be superior to lobsters (!) and cheaper. Advertising would not only boost domestic lobsters, but would also react favorably on all sea food.

Then again, notice the vigor with which importers of canned Japanese crab meat are going after the business now held by domestic crab and crab meat producers. What's the matter with a counter-campaign, even if it is a modest one?

Norwegian sardines are being ballyhooed, to the obvious disparagement of our locally-produced product. The Norwegian product, though different, is no better—but must grocery clerks take up the cudgels on behalf of American canners?

The point is this: although any amount of advertising by our industry will not eliminate entirely such foreign competition, which has a price advantage, it is bound to gain some sales and will be helping, very materially, to put across the message of fish and shellfish as an appetizing, nourishing, easily-digested food.

These comments regarding foreign competition apply equally well to that of the domestic variety. The reason that people do not eat more smoked fish, fresh shrimp, scallops, and other seafood is because their attention is being held by advertisements for ham, bacon, poultry, and a host of other foods.

What the Massachusetts Fisheries Association and the New Jersey Fishermen's Associations are doing for their members can be duplicated with benefit to the entire fishing industry by any other section. Well-planned use of the radio, recipe booklets, and other sales aids are not prohibitive in cost when the expense is shared by many.



The Meletio Sea Food Co., St. Louis, Mo., has put signs on top of its 16 delivery trucks, giving the effect of traveling billboards. One side features 40-Fathom fillets; the other Sealshipt oysters. Trucks and signs are yellow and black.

More Ways to Better the Fish Business

Advertising, Uniform Fishing Laws, High Tariff on Imports, and Consideration of Quality Suggested This Month

AGAIN we have the pleasure of publishing some of the many letters received in our contest for ideas on how to improve the fishing industry.

The selection this month was almost of a "grab bag" nature, for all of the letters were well worth publication. Those not used this month stand a good chance of appearing in print next month, so don't think yours went into the wastebasket if it doesn't appear this month.

This contest is open to everyone. No topic, whether national in scope, or purely sectional, is barred. Comments on ideas already published are also welcome. Address your letter to the Editor, ATLANTIC FISHERMAN, Goffstown, N. H.

Every letter published wins a prize, the prize winner having a choice of a two year subscription to the ATLANTIC FISHERMAN, or listings in our "Where to Buy" or "Where to Ship" Directories.

Incidentally, prize winners will be interested in the fact that several newspapers are reprinting this material.

Fisherman's Wife Says Women Must Be Told More About Merits of Fish

I am sending in my ideas from a housewife's viewpoint.

To increase the consumption of fish and shellfish, the American housewife should be made to appreciate its food value, variety, flavor, digestibility, quick cooking qualities, easy preparation and economy.

To do this an extensive advertising campaign should be started. Too many housewives think of fish on Friday only, and then it is simply fried. Have a contest for fish, shellfish and chowder recipes. This will increase the consumption of fish, temporarily at least.

After all, it is the housewife who buys the food for the family table, and decides what will be served. She is the one to contact. I repeat, advertise and have a recipe contest.

Only a fisherman's wife,

MRS. R. L. ANDERSON,
Clinton, Conn.

Pollution and Lack of Uniform Laws Ruining Great Lakes Fishing

My idea on how to improve the fishing industry is to have all the Great Lakes fished on the same laws. A few fishermen want one law, and others another law. In other words, there is too much cut-throat competition among the fishermen, especially in Wisconsin and Illinois.

Several years ago I fished out of Kenosha, Wis., where you have to use a $2\frac{1}{8}$ in. mesh for chubs, perch, and herring. That is the smallest mesh you can use in Wisconsin. Waukegan, Ill., is about 10 miles South of Kenosha and they fish a $2\frac{1}{4}$ in. mesh there. So Wisconsin is saving fish and Illinois is destroying them by catching the small fish.

Michigan has a different law for Lake Michigan.

If all the states that border the lakes had similar laws it would be better for the fishermen. If we had a law by the Federal Government, all Great Lakes fishermen would fish alike, as the fish are all over the lakes. A fish that is tagged on the East shore of Lake Michigan is caught on the West shore, and a fish tagged in Lake Huron is caught in Lake Michigan.

I am sure that all the fish caught in the United States are consumed here, so I would suggest that we try to keep out Canadian and other fish. They ship and flood the markets at times, and our fishermen are hurt on prices. I don't suppose that could be stopped.

I would like to say just one more thing about the fishing conditions in and around the lakes. Water pollution is surely

destroying the fishing in and around Green Bay. Paper mills, tanneries, gas and chemical plants destroy thousands of dollars worth of fish every year.

WM. A. ADDISON,
Green Bay, Wis.

Importance of Freshness Stressed by Captain Who Takes Consumer's View

In your plan on how to improve the fish business you ask for ideas from producers and dealers. I am taking the liberty of writing as a consumer.

Fish is just as appetizing as any food, but it has to be "A No. 1." Go into a restaurant on a Friday and notice what looks like fear when the diners start to eat their fish, and justly so, because they have all eaten fish that was not what it should have been—*fresh*. You hear remarks such as "This is fish day, I don't feel like eating." Notice the same diners the next day when they dig into a meal of roast beef.

In my own case I am afraid of fish and will buy only in one market, which entails a trip of five miles, although across the street from my home there is a chain store selling it. I know one man who sends his housekeeper 20 miles after fish, although he lives in a thickly populated district. In our case, nine times out of ten we have either canned or dried fish, or more often eggs and potato salad, thus helping the farmer who we patronize every day.

It is up to the fish dealers to sell only fish that is perfectly fresh, so that the rising generation will not be afraid of getting a mouthful of bad fish.

CAPT. ARTHUR D. MALONEY,
698 Quinnipiac Ave.,
New Haven, Conn.

Would Raise Funds for Publicity by Imposing General 1 Per Cent Tax

I have read the article on new ideas for the fishing industry in the March issue of your excellent magazine. There are a number of ideas but in my humble opinion, what is needed most at the present time is advertising by the entire industry.

Organize every wholesale and retail dealer and every fishing boat in the country. This can be started by the wholesalers who are in direct touch with retailers as well as with the fishing fleet. They can send circulars to their customers asking for, let us say, a 1% tax, or in better words, contribution, toward a nation-wide advertising program.

This advertising could be done through articles by the medical profession, cooking schools and the like. In other words, much of this advertising would be in the form of propaganda. In this way, in my opinion, it would be more effective than direct advertising.

With a 1% contribution from the wholesale, retail and production ends of the industry, there is no telling how much consumption would be increased. This contribution could be taken out of the retailers by the wholesalers by just adding it on the cost of their fish, and out of the fishermen by subtracting it from their receipts.

THOMAS PIRAINO,
Sales Representative, Genoa Fisheries, Inc.,
Boston, Mass.

Advocates Heavy Duty on Imports

I see in the fishing paper, March issue, different ideas of improving the fish business. There is only one way: put a heavy duty on foreign fish so they can't be brought in here and sold any cheaper than our fishermen can sell their catch.

WILL GRINDLE,
Orland, Me.

Recent Shrimp Canning Improvements

By C. H. Bloedorn

Research Dept., Continental Can Co.

DURING the last three years, the shrimp industry as represented by some fifty odd plants scattered along the entire Gulf Coast from Texas to Florida, and along the Atlantic Coast line of Georgia and Florida, has made many remarkable changes in the handling, preparing, and processing of shrimp.

The improvements have started at the unloading wharf, and extended on the one hand through the canning plants; on the other to the boats at the fishing grounds. Research work on shrimp has shown that under ordinary conditions, and especially during the warm weather, shrimp freshly caught, will greatly deteriorate in periods of less than two hours if exposed to the sun on the decks of boats. Shrimp fishermen of today are well aware of the prime condition of the shrimp that is required by the canner. Every effort is made to avoid even the slightest deterioration which might occur between the catching, and unloading at the cannery wharf. At one time, the fishermen's objective was solely to obtain as many barrels of shrimp as possible for delivery to the cannery dock. Today the objective is still the same, plus delivery of a fresh merchantable product free from the slightest deterioration. Consequently, every effort is made to sort promptly and ice the shrimp as soon as possible after each haul.

Further improvements on the boats are evidenced by the scrupulous cleaning methods shown by the boatman after each trip to the wharf, by the new galvanized iron lined holds, and by the removable metal lined holds used in some boats.

At the unloading wharf competent inspectors thoroughly inspect the shrimp as they pass from the boat through a cold water wash, and over a continuous inspection conveyor belt into the cannery.

In the picking room, where the shrimp hulls are removed from the shrimp meats, we find that instead of holding the meats in small tin buckets for reimbursement by weight of meat picked, most canners now have provided water flumes in which the shrimp meat is immediately flumed to the canning room, and the hulls are placed in the tin buckets. These hulls are then weighed, and reimbursement to the pickers made on a hull weight basis rather than on the weight of meats. Inasmuch as shrimp meat deteriorates very speedily at room temperatures, this change in canning procedure is of utmost importance. It helps to decrease the time in which the shrimp meat is in the cannery being prepared for canning. Further, the water flume system adds materially to the washing of the shrimp meats.

At this point of the canning procedure an important change has been made which most canners agree adds much to the quality of the finished product. Previously, the meats were immediately blanched in a salt solution, and then canned. Now, instead of immediately blanching, the shrimp are well washed, and then presoaked in a relatively strong salt brine at room temperatures for 30 minutes to 1 hour.

The purpose of this pre-soak is to toughen the outer skin of the shrimp meat. By toughening the outer skin, the canners generally feel that the shrimp stand up better during the subsequent process, and there is less breaking of the membrane skin, which results in a less ragged appearing, and more evenly colored product. After the soaking, the shrimp are blanched much as they have been in the past. The purpose of the blanching is to harden the shrimp meat, impregnate the meat with salt, and permit the natural curling of the meat.

After blanching, the shrimp are passed over continuous conveyors equipped with blowers, and fans designed to cool and to dry the product. Formerly, this operation was left entirely to chance. The shrimp, after blanching, were placed on large wire screens and permitted to stand without treatment until cooling and drying was considered complete. On warm humid days this method was sometimes very unsatisfactory. With the present controlled system, we find the blanched meats being conveyed continuously from the blanching vats, over the inspection belts, and to the grader.

During the last three years, considerable work has been done to determine the process most satisfactory for wet, and dry pack cans of shrimp. Previously, each canner was guided more or less by the appearance of his product a short time after canning. Now, however, processes have been standardized which are known to be entirely adequate, and the appearance of the finished product is controlled by the treatment accorded previous to processing. These processes have been published by the Seafood Inspection Service of the U. S. Food & Drug Dept., and are strictly adhered to throughout the entire industry.

Due to the speedy deterioration of shrimp after leaving the water it is generally accepted that in the shrimp canning plant every precaution must be taken to keep each piece of equipment or ingredient coming in direct or indirect contact with the shrimp meat in the most sanitary condition. Washing tanks, brine tanks, tables, blanching vats, and handling trays are constructed of or lined with metal to afford easy and thorough cleaning. Almost all wood or porous material has been eliminated from direct contact with the shrimp meat.

Summarizing, we find the canners of shrimp conscientiously and successfully making every effort to shorten the interval between catching the shrimp and removing the sterilized canned product from the cooling vat. To the factory operator, sanitary handling of the raw material is a fundamental requirement, and correct processing a recognized necessity. As a result, the canned product as we find it on the market today, shows marked improvement even to the untrained observer. The color of the product is better; the shrimp meats are firmer, better tasting, and show resistance towards softening with age. The shrimp canner feels that considerable progress has been made in his canning technique, and finds that improvements are possible as well as profitable, and as a result each season finds new changes and refinements in every shrimp canning establishment.



View in the plant of the Kuluz Brothers Packing Co., Inc., Biloxi, Miss. Note the metal-covered table (left), and metal-lined tanks (right).

Shipping Containers as Business Builders

ALTHOUGH in many ways the fishing industry is just as progressive as any other branch of the food industry, there is one item at least that can stand closer scrutiny—shipping containers.

Fish is a high-quality product, extremely perishable, and deserving of the best package that money can buy. A survey of any large wholesale market, however, discloses some pretty poor containers—poor from the standpoint of strength, and poor from the standpoint of appearance.

There are barrels which, purchased second-hand, should be used only for trash, if that. Flimsy boxes, all too easily damaged in transit, afford poor protection to the tender seafood in them. Although a great many shippers are taking advantage of the offerings of the first-class box and barrel manufacturers, there still are some shippers who practice this kind of penny-pinching which reacts against the shipper as well as his consignment.

For that matter, distributors are guilty of this same practice if they use any kind of old boxes they can get for a nickel or a dime for filling orders from retailers, restaurants, and their other customers.

Outlaw the Second-Hand Container

No shipper or distributor should use any container that is not strong, new and in first-class condition. Second-hand barrels and boxes should be outlawed, and were in some of the now scrapped fish codes. Putting prime, sweet fish in an old box or barrel invites contamination, and nothing on earth is so unappetizing, and unsaleable, as spoiled fish, which are a total loss to everyone from producer on down the line. Then, too, second-hand containers are unreliable; a rusty nail may break off, or a barrel hoop or stave give way, spilling the contents, bringing on a damage claim, and losing revenue.

Nor should we overlook the matter of appearance. Even the finest fish are apt to look second-hand in a second-hand container. It's poor advertising for the industry, and particularly poor business for the shipper. No matter how long you have been in business, nor how fine your fish, those who handle your second-grade containers cannot help but get the impression that you are a second-grade business man. You get treated accordingly whether you know it or not. If packages were not important, the jeweler who sells you a \$10 ring would shove it in an old match box, instead of plush and satin.



Veneer, wire-bound boxes of fish ready for shipment.

What One Shipper Is Doing

One shipper who has paid special attention to this question of suitable containers, is the Star Fish & Oyster Co., Mobile, Ala. In a recent letter to the ATLANTIC FISHERMAN, the Company states that it has adopted a new type of barrel for 200-lb. shipments. Its dimensions are 19 3/4" x 34", and its chief characteristics are (1) easier to head, (2) easier to roll and (3) gives more room. This Company's customers like it much better than the old-style barrels, and according to the Company, business has increased since its adoption, which is in itself a substantial recommendation.

For smaller shipments, the Star Fish & Oyster Co. has for many years used nothing but wirebound veneer boxes. These are made up at the mill in six sizes, with the Company's name and prominent star trademark printed in colors, and shipped knocked down. Setting them up is a quick and simple operation; they can be made up as required, or in advance, according to the amount of other work on hand.

The six sizes used are as follows:

14" x 14" x 10"	24" x 14" x 15"
16" x 14" x 14"	24" x 16" x 16"
21" x 14" x 14"	28" x 16" x 16"

Barrels and boxes such as these can be spotted in any large market; they are new, clean, strong, and branded. As for claims due to damaged containers, this Company declares it has forgotten what they are; it doesn't have any.

A New Shrimp Bag

Shrimp, too, get special attention from the Star Fish & Oyster Co. A strongly made cloth bag, measuring approximately 17" x 28", with draw string top, has the Company's name and trade mark emblazoned in blue and red on one side. "It's a knockout", the Company proudly states, and there's no argument.

This is only one example of the serious attention that is being given to the matter of containers by the more progressive shippers and distributors, and in future issues we will feature other shippers and distributors who are employing modern merchandising principles as applied to containers.

If you are a shipper, see to it that your first-quality fish is sent to market in a first-quality container. Second-grade fish should never be shipped anyway.

If you are a distributor, give your customers their orders in containers that will not have to be hidden when housewives drop in for some of your fish.

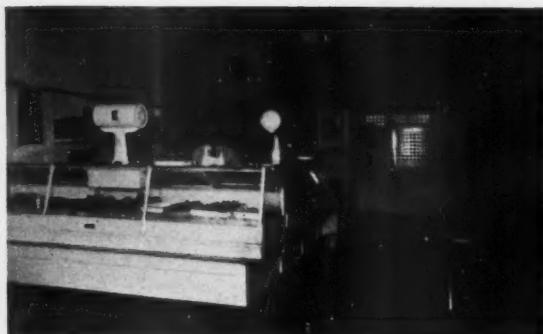
A few cents more for good containers is one of the most economical and profitable investments that can be made.

Oyster Convention Dates Announced

WITH a very satisfactory oyster season tucked under their belts, oystermen are looking forward to the annual convention, to be held Monday through Wednesday, May 11, 12 and 13, at the Hotel Chamberlain, Old Point Comfort, Va.

This is the first time in many years that the Oyster Growers & Dealers Association of North America, and its sister body, the National Shellfisheries Association, have met in Virginia, and a big turnout is assured, for Virginia hospitality is unsurpassed.

Work is proceeding rapidly on the program and speakers, but there is still time for members and non-members of the two associations to forward their suggestions to Dr. Lewis Radcliffe, Director of the Oyster Institute, 5600 32nd St., N.W., Washington, D. C. Hotel reservations should be made without delay. Representatives of allied trades will, as always, be most welcome.



Spotless retail market of the Hibbs Fish Co., St. Petersburg, Fla. Markets such as this are a real credit to the industry.



The East Coast Fisheries, Inc., Miami, Fla., makes good use of its building to attract attention to its retail facilities.

The Modern Fish Retailer

By W. T. Conn
Technologist, U. S. Bureau of Fisheries

CERTAIN essential conditions for the successful operation of any retail business apply to the selling of fish and other sea food. Sufficient capital, potential patronage, business ability, and personality of managers, are requisites for successful operations. The purpose of this article is to outline some principles and methods of retailing which have been found to produce success in actual operation. It is considered good practice to describe the business as a "sea food market."

Location of Market

As compared with other food businesses, a rather high proportion of retail fish sales are made by personal purchase. For this reason, forethought should be given to location of the store where patrons may shop under agreeable surroundings if a high-class business is anticipated. Nearby auto parking space and the neatness of surrounding property and streets are favorable to success.

Layout of Store

The floor of the sea food market should be as nearly waterproof as possible in order to prevent accumulation of fish washings in wood, cracks, etc., where it may decompose and produce offensive odors. Waterproof cement makes an excellent floor if kept in good condition, especially as filth collecting angles between floor and upright surfaces may be avoided by curving the floor finish up to form the bases of upright structures.

Selection of equipment can be made from a wide range and is dependent upon many local conditions. Proper stock display and storage cases are essentials that should receive careful consideration. Display stock should be in tile or enamel trays provided with drainage or easily removable for replacement by clean trays. Display stock should be covered at all times, but a few fine holes in the front and back of the case should be provided or odors will accumulate.

In high-class stores, the odor of fish that is otherwise unavoidable is removed by a fan placed near the front of the store and close to the ceiling, driving the air to the rear where it is removed by a second fan in the rear partition.

Window space is a valuable asset to the business in addition to providing daylight which must generally be supplemented by artificial lighting. In all cases, windows should be separated from the store by screens or glass.

The attraction that fish has for flies is well known. In the warmer weather, the fly nuisance around the sea food market has to be combated by all possible means. Good screening will prevent entrance of flies to the store, except through the doors. Few flies will enter a door, if on the outside there is a propeller type fan about eight feet above the ground and

driving the air downward. Every possible precaution should be taken to exclude flies from windows where displays are made.

Decoration of a sea food market is of no small importance. The use of white paint, tile, etc., with trimmings of some contrasting color is favorable, since white surfaces kept clean produce a favorable reaction on patrons. Artistic use of marine scenes, mounted fish, etc., on walls, is favorable.

Sanitation

A very important requisite of the successful sea food market is absolute cleanliness. Floors, equipment, tools, etc., should be washed at the close of each day's business, and at the end of the week, the shop should be chlorinated after the most thorough washing with soap and hot water.

The cleanliness of help should receive constant attention. Clean white aprons and caps always appeal to discriminating patrons.

Arrangements must be made for the proper disposal of waste. Most cities require fish refuse to be kept in covered water-tight barrels. These should be of metal, and after the daily collection by city trucks, the barrels should be washed. It is important that no waste be allowed to remain where it will attract flies.

Market Operation

Incoming stock should be inspected as soon as received and if any is of doubtful quality, local health authorities should be notified at once. Any resulting damage claims should be made immediately. Stock in good condition should be removed from shipping container and stored in fine ice. If containers are to be returned, they should be washed with soap and water before being stored; otherwise, they should be disposed of at once as foul boxes, barrels, etc. attract flies and are a source of odor.

Round or jibbed stock in display cases should be placed in fine ice with only enough of the fish in sight to allow the patron to recognize species. Steaks, fillets, or other stock where the flesh is exposed should be in shallow pans set into fine ice. Dry refrigeration alone is not favorable for fish since it produces skin discoloration that is repulsive. When the store is closed, all stock should be in the cooler with round fish buried in fine ice and cut stock in shallow pans. All round stock should be washed in a light brine before being displayed.

There is considerable variety in color among the different sea foods and advantage should be taken of this in arranging displays. In all cases the use of parsley, fern leaves, etc., add to attractiveness that reacts favorably upon high-grade patrons.

(To be concluded next month)



"El Commodore", 82-ft. purse seiner, winner in Class A, and powered by a 240 hp Atlas Imperial Diesel; "Primus", 78-ft. purse seiner, winner in Class B, powered by a 200 hp Atlas Imperial Diesel; "Miss California", 55-ft. seiner, winner in Class C, powered by a 110 hp Western Enterprise Diesel.

But When Big Fishing Boats Race . . . !

By O. E. Hopfer

WHEN the outboard motor enthusiasts stage a race, there is nothing particularly unusual about it; no one gets excited when the power cruisers and yachts go out on their annual Summer races, nor does anyone swallow his gum when the sailing vessels race. But when the big Diesel powered fishing boats of the Pacific Coast put on a race,—now that is really something significant.

Just that kind of an event was staged on San Francisco Bay on Columbus Day as part of the annual Columbus Day celebration, which is the one big festive day in the hearts of the Italian residents on the Pacific Coast. This race was sponsored by the three most prominent manufacturers of Diesel engines on the Pacific Coast,—The Atlas Imperial Diesel Engine Company of Oakland, The Enterprise Engine Company of San Francisco, and the Washington Iron Works of Seattle. These three Diesel manufacturers offered three gorgeous perpetual trophies which will be raced for from year to year and which will be kept on permanent display at San Francisco's famous Fisherman's Wharf.

The Course

The course for the first annual purse seiner race was laid out on San Francisco Bay and covered approximately 15 miles around Angel Island, on which is located the quarantine station through which all immigrants and passengers from the Orient must clear, and around Alcatraz, on which Al Capone has taken up his residence under the watchful eyes of Uncle Sam. The race was started off Aquatic Park, located at the foot of Van Ness Avenue, which is San Francisco's famous Automobile Row. Here thousands of spectators gathered to watch the start of the race and were on hand an hour later to see the boats cross the finish line and to cheer their favorite, as the sirens of many vessels at anchor shrieked congratulations to the winners.

The rules of the first annual purse seiner race classified the big Diesel powered fishing boats into three groups. Class A

included all vessels with engines of 201 hp and above; Class B included all vessels powered with Diesel engines rated from 135 hp to and including 200 hp, and the third Class included all boats with engines under 135 hp.

Besides the three attractive perpetual trophies offered by the Diesel engine manufacturers who sponsored the race, other handsome prizes were awarded as first, second, and third prizes in each of the three classes. These prizes included three beautiful Perkins marine lamps, and six other prizes all having a distinct nautical flavor. Among the donors of these prizes were the Shell Oil Company, the General Petroleum Company, The Linen Thread Company, and the Plymouth Cordage Company, all of whom are suppliers to the Pacific Coast purse seiners.

The Winners

The *El Commodore*, an 82 ft. purse seiner, powered by a 240 hp Atlas Imperial Diesel engine, finished first in Class A. The *Primus*, a 78 ft. purse seiner powered by a 200 hp Atlas Imperial Diesel engine won first place in Class B. The winner in Class C was the *Miss California*, one of the smaller sardine seine boats powered by a 110 hp Western Enterprise Diesel. The winning boats and the perpetual trophies offered, are shown here.

In most boat races, it is usually the skipper who walks off with the prize, while the engineer, who gets the grief if anything goes wrong, usually wins what the little boy shot at. In order to give recognition to the engineers and to enlist their interest and cooperation in this race, The Atlas Imperial Diesel Engine Company offered to the engineer of each boat that entered and finished the race, a bronze ash tray with a ship's wheel as the central motif. Thus the engineer was sure of receiving a valuable memorial of the race, regardless of the position in which his boat came in at the finish, and the reaction to the gesture was exactly what was anticipated.



Antone Cincotta, Manager of Cincotta Bros., fishing supply house, with the Class B trophy; George Rudonick, Atlas Imperial Diesel representative in the San Francisco area, with the Class A trophy; Sam Hawkins, representing "Pacific Fisherman", with the Class C trophy.

Cut Your Distribution Losses with Facts

The "Hope and Ship" System is Out of Date

By W. L. Meade

HERE seems to be a strange "kink" in the minds of many members of the Seafood Industry that seafood does not represent sufficient money value to require the diligence and skill in extending credit that is represented in practically all other industries. In other words, the Seafood Industry does not appear to consider seafood as representing so many cents or so many dollars. Notwithstanding, such merchandise always has its equivalent value in dollars or cents.

No one in the fish business, if approached for a loan of money while in full possession of his business judgment, would hand it out without reasonably accurate knowledge of the ability of the borrower to repay when due. In nearly every instance, if not adequately informed concerning the borrower's responsibility, he would inquire, insisting on sufficient pertinent favorable facts to justify the loan.

Yet, the amazing condition is and has been generally prevalent in the Seafood Industry that about anyone, who is physically able to order seafood from about 75% of the shippers, can secure credit for it without revealing a background of resources or honesty entitling such a party to the credit requested.

"Hope and Ship"

Frankly, the Seafood Industry is notoriously afflicted with the damaging tendency called the "Hope and Ship" system. We believe it undeniable that this "Hope and Ship" system is one of the outstanding peculiarities of the Seafood Industry. It is recognized and admitted by most of the seafood people that much of the business is handled on a "Hope and Ship" theory.

The ordinary explanation given by a shipper when a customer receives credit and does not pay, and the account is found to be uncollectible, is that he has neither the time nor the facilities for looking up such parties. This, in spite of the fact that there exists today an established Credit and Collection Bureau for the Industry that has been successfully operating throughout the United States and Canada for upwards of ten years. The use of it is inexpensive, and we shall be pleased to supply any members with particulars concerning it.

The Seafood Industry, from a credit and collection standpoint, does not differ from other industries except in the unwillingness of a large percentage of its members to adopt well-recognized available methods for determining when to pass credit and when not to do so, when to place accounts that are delinquent, when not to place them, and with whom to place them.

This so-called "Hope and Ship" system produces some interesting results.

We encounter a business man, for instance, in the Industry, who suddenly refuses to grant credit except to the parties who have a sort of "Who's Who" business classification. We inquire into his over-conservative policy habit and discover he has taken so many losses and his working capital is so low, that he is absolutely determined to clamp down tightly on all credit extension to avoid a repetition of previous substantial losses. He seems to feel that there is no other way.

The result is, of course, that he loses worthwhile business; whereas, with careful intelligent use of available means he could extend credit without more than modest losses that could be absorbed without substantial damage to him.

As a general fact, however, the Seafood Industry is not over-conservative at any time in picking its customers. An instance

occurred not long ago of a retail seafood business that was "riding the trade" for credit without any justifying assets or reputation. This particular seafood business simply jumped from one source of merchandise to another and finally went into bankruptcy, then reorganized and started all over again. Instances of this character are so frequent as to be common.

We recall one failure of a colored seafood retailer where the liabilities amounted to about \$16,000, with only a few meaningless accounts receivable as assets.

Adequate Facts Essential

"Feelings" will never take the place of facts in determining how to handle accounts. Profits or losses are measured at the end of a fiscal year by the wisdom with which a business provides itself with sufficient sources of adequate facts, back of which must be the application of reasonably good judgment in making use of such facts.

It requires no skill or wisdom simply to absorb losses. It does, however, require a great deal of skill and ability on the part of seafood shippers to absorb the heavy losses many of them take and still remain in business. Why this ability is not directed more often into channels to cut down these losses, is a question we are raising again hoping that a few more members of the industry will attempt to answer it for themselves.

Another aspect of this same troublesome problem is the fact that the Seafood Industry also has the outstanding reputation of failing to place promptly its delinquent accounts with the dispatch evidenced in other industries generally. Why this is, it is impossible to comprehend. Certainly the profits that accrue are not sufficient to relieve the ordinary member of the industry from looking after his accounts receivable with sufficient promptness to reduce the major portion of them to cash while there is an opportunity to do so. Here again seems to be this "hope" idea that if accounts are held long enough they will just naturally take care of themselves in some way.

Seafood purchasers should be made to realize that in order to obtain credit they must have a record of honesty and honorable dealings, or sufficient assets to justify the granting of the credit they seek. When they owe accounts they should appreciate the fact that such accounts must be cared for with the same promptness as is necessary in other industries. With such a policy in effect, the great number who go into the retail seafood business without anything but the courage to do so will be greatly decreased, and there will be more real profit for the rest of the business.

"Oyster Tasting" Front Page News

COLUMNS of publicity and much favorable comment were the result of the unique "Oyster Tasting" sponsored by the Wine and Food Society and staged at the Hotel St. Regis, New York City, March 5, under the auspices of the Oyster Institute of North America.

Eighteen varieties of oysters, taken from as many points along the Atlantic Coast and Gulf, and some 20 appropriate wines, were tasted by the critical connoisseurs of the Society. No attempt was made to select any favorites.

Growers and dealers cooperated with the Oyster Institute to make the affair a success by sending in ample supplies of their particular varieties. Included were Crystal River, Apalachicola, North Carolina, Rappahannock, Chesapeake Bay, Choptank, Delaware Bay, Bluepoint, Fire Island, Gardiners Bay, Peconic Bay, Robbins Island, Seapure, Oyster Bay, Narragansett Bay, Silver Leaf, Nayatt Point and Chincoteague.

Maine

Fishermen's Relief Corp. To Organize Cooperative Groups

By Alfred Elden

RUFUS H. Stone, coordinator of the Maine Coast Fisheries, Inc., and executive director of the Fishermen's Relief Corporation, announces the liquidation of the Maine Coast Fisheries, Inc., and the removal of headquarters of the Fishermen's Relief Corporation from Custom House Wharf to 132 Commercial Street.

Until last August the Maine Coast Fisheries, Inc., was supplied with loans by the Fishermen's Relief Corporation to buy fish from the fishermen and provide a suitable market, but when it was found impossible to work out a sound marketing organization through the Maine Coast Fisheries, Inc., it was decided to petition for the liquidation of its assets. Fred H. Lancaster of Lewiston, was appointed receiver.

With the liquidated assets and the original Federal grant the Fishermen's Relief Corporation will attempt to organize the community groups of fishermen already started by the Maine Coast Fisheries, Inc., into individual cooperative groups.

Want Original Tariff on Smoked Herring

A three-way petition signed by smoked herring men, their employees and the business men of Lubec, who see danger to the future of the town's basic industry in the Canadian tariff pact, will soon be forwarded to President Roosevelt. It is set forth that the pact has already cut the wage earners 20 per cent or more in their weekly pay, reduced the profit on smoked fish to a fraction of a dime per ten-pound box and caused retrenchment on the part of the producers in regard to expenditures for improvements to their plants.

Thirty cents, the original boneless duty, has been reduced to 15 cents on a ten-pound box of this product and in proportion on other varieties of smoked fish. Packers at Lubec have been buying the whole herring from Grand Manan to fill orders, wholly on the market, and only one or two have ventured to take new herring, fearing that the Canadians who sell them may later begin to compete by putting up their own fish. The petitions will ask for restoration of the original tariff setting forth that already there has been a drop in earnings of a very substantial sum which will be increased as the season progresses. It will also be pointed out that under a profit of five or six cents per box there can be no production large enough to afford the income necessary to repair wharves and buildings to say nothing of paying the help.

Gronros Building New Fishermen

Axel Gronros, of the Rockland Boat Shop, 23 Sea St., is building two fishing boats. One for Lavon Ames, of Matinicus, is 42 x 11½ x 3½. She will have a 35 hp Kermath motor, and an O. P. Peterson & Co. propeller and fittings. The other is for George Jackson, of York Harbor and is 35 x 9½ x 3. While not fully decided the motor probably will be a Chrysler with reduction gear.

Good Price for Scallops

Scallops are the only really high hat fish food offered for sale around Quoddy and those sell at 45 cents a pint. Cod were bringing \$1.70 per 100 pounds and were plentiful off Grand Manan April 1. The fishermen think this early run denotes the presence of shrimp and other food and that means the sardine herring will soon be here. Some herring were reported in late March.

Would Forbid Digging Clam Worms

In the session of the Maine Legislature next Winter, Freeport citizens will present a bill forbidding the digging of clam worms on Freeport flats. They claim 20 or 30 men who make a good living harvesting the worms for bait have been leaving small clams exposed as they have dug over the flats and feel this should be stopped.



The lobster smack "Edward J.", owned by E. Jameson & Sons, Portsmouth, N. H., and equipped with a Fairbanks-Morse engine, Exide battery and Hyde propeller.

Three Fishing Boats Change Hands

John Bird, Manager of the Knox Marine Exchange, Camden, reports the sale of three fishing vessels recently. The *Pauline M. Boland*, 82 ft. x 18.8 ft. x 9 ft., equipped with a 100 hp Fairbanks-Morse, Bolinders auxiliary set and Shipmate range, has been purchased from Capt. Arthur Bain of Owls Head by W. T. Ashe of Yorktown, Va., who will use her for dragging off the Virginia coast.

The *Nautilus*, a 52 ft. seiner, owned by the Hyland Machine Co., Rockland, has been sold to Harry C. Tonks of East Orange, N. J., who will use her for a party boat. The *Nautilus* has a 30 hp Mianus oil engine with independent oil compressor.

The sardine smack *Audella*, formerly owned by Capt. Ned Davies, Camden, has been bought by George S. Stevens and Frank Levandowski, both of Brooksville, Me., who will continue to use her for carrying sardines. The *Audella* has a 30 hp Fairbanks-Morse.

Mr. Bird reports that all three boats were sold through the medium of classified advertisements in the ATLANTIC FISHERMAN.

F-M Engines for Jonesport Boats

Capt. Corliss Crowley of Jonesport has ordered a new 80 hp Model 36 Fairbanks-Morse Diesel. C. H. Stevens, Jonesport clam packer, will install a Fairbanks-Morse in his boat, the *Wolverine*.

Winchenbaugh Boat Yard Busy

F. D. Winchenbaugh, boat builder at Friendship, Me., reports that he has completed a 35 ft. boat for Nathan Witham of Rockland, who installed a Buda motor, and a 33 ft. boat for Herbert Wood of New Harbor. Under construction are a 34 ft. boat for a Mr. Pelletier of Biddeford, and a 28-footer for New York parties. The last-named is to have a Gray motor.

Expects Boat Building Boom

George H. Greenlaw, of Eastport, who has been building boats for more than 30 years looks for a big boom in Maine boat building plants. In his earlier days much attention was given to the popular "Pinkie" models as sardine carriers. The time was when Eastport and Lubec sent hundreds of "Pinkies" out but today there is not one around Passamaquoddy. Those were primarily sailing craft although some were later fitted with auxiliary motors.

"Today", says Mr. Greenlaw, "all the sardine boats are power operated. They draw less water, are easier to handle and far more speedy, and can get into much shallower anchorages than the old "Pinkies."

"New Dawn" Turned Over to New Corp.

The fishing schooner *New Dawn* has been turned over by the Maine Coast Fisheries, Inc., to the Fisherman's Relief Corporation and has sailed to the Eastward to fish under the management of Eastern Maine Cooperatives, Rufus G. Stone, executive director of the F.R.C. reports.

Capt. Emery Wallace, chairman of the local cooperative chapter will continue to serve as skipper of the *New Dawn*.

Boston

Fish Pier Landings Show Marked Increase

By Gardner Lamson

DUCE in part to the enterprise of Boston dealers and in part to the increasing disparity between the prices of meats and fish, the New England fisheries made marked gain last year over 1934. The Boston landings of more than 307,000,000 pounds represented a gain in volume of 26 per cent, and the value of the catch, \$7,733,000, was an advance of 15 per cent. The figures for the three chief ports, Portland, Gloucester and Boston for last year are 373,000,000 pounds with a value of a little above \$9,000,000, constituting gains of 24 per cent in volume and 17 per cent in value. The unit value of the total landings decreased from 2.63 to 2.41 cents a pound.

New Fish Company Opens

A new firm employing a large number of help and principally concerned with buying fish for filleting has opened at 39 Boston Fish Pier. Known as the Russell Fish Company, Russell Yelton, formerly with Booth Fisheries, is proprietor, while Paul Davis, formerly with the A. & P. is the manager.

New Wolverine Installations

The schooner *Rosie*, Capt. Ignatius Ciulla, of Chelsea, Mass., is to have a new 100 hp. Wolverine Diesel. The installation will be made at the yard of Carmelo Tringali & Sons at East Boston.

The Gloucester schooner *Little Joe* left the Wolverine Motor Works plant at Bridgeport, Conn., on March 2, headed for dragging out of New Bedford, and doing better than 10 miles per hour with a new 100 hp. Wolverine Diesel. The vessel had been frozen in the ice at Bridgeport for over five weeks.

New Winches Installed

The *Alpar*, *Mary A.*, and *Acme*, all of Boston, have had new Hathaway winches installed.

Edison Office Moved

The Boston office of the Edison Storage Battery Co., P. F. Donovan, Manager, has been moved to 110 Arlington Street.

On the Ways

During March the following trawlers were on the ways at the Atlantic Works of the Bethlehem Shipbuilding Corp.: *Hekla*, *Mary P. Goulart* and *Breeze*.

Provincetown Boat Saved from Rocks

Saved as she was within scant feet of the treacherous rocks off Nix's Mate, in the lower harbor, the 44-foot auxiliary dragger *Dorothy* of Provincetown was rescued on March 18 in the height of the Southeasterly gale and driving rainstorm by the Coast Guard, and brought back to the Fish Pier.

Fisheries Featured in "March of Time" Movie

Priceless publicity for the fishing industry, particularly that in New England, is being obtained from the latest release of the moving picture series "March of Time." This film is being shown in 4,600 theatres throughout the nation. Some of the striking views include Gloucester schooners and Boston trawling operations, the buying of trips on Boston's fish exchange, re-enactment of the trying days when the Canadian trade reciprocity agreement was in the making, and the reception of the cheering news that duties on New England fish would be left unchanged.

So many prominent fishermen and dealers appear in the film that it is impossible to list them here. All turn in very able performances, and no doubt will be getting offers from Hollywood before long.

The "March of Time" officials held a preview of the film at the Hotel Statler, Boston, March 12, at which executives and leaders in New England industries, including the fisheries, had an opportunity to see the film prior to release.



The "Eleanor May", owned by Capt. Olaf G. Borgen, of Nantucket, Mass., and now shrimp fishing in Florida. A 50 hp Bolinders Diesel, type W7, was recently installed by George's Marine Shop, St. Augustine, Fla.

Boston Fish Pier Landings for March

(Hailing Fares)

(Figure after name indicates number of trips)			
<i>Adventure</i> (3)	274,000	<i>Laura Goulart</i> (3)	178,000
<i>American</i> (1)	56,000	<i>Loon</i> (3)	506,000
<i>Amherst</i> (4)	652,000	<i>Maine</i> (3)	410,000
<i>Andover</i> (4)	367,300	<i>Maris Stella</i> (3)	287,000
<i>Andrew & Rosalie</i> (1)	37,500	<i>Marjorie Parker</i> (2)	93,000
<i>Angie & Florence</i> (5)	115,900	<i>Mary de Costa</i> (2)	81,000
<i>Angie & Vence</i> (4)	87,600	<i>Mary E. O'Hara</i> (4)	245,000
<i>Atlantic</i> (3)	586,000	<i>Mary P. Goulart</i> (2)	85,000
<i>Billow</i> (2)	346,000	<i>Natalie Hammond</i> (2)	
<i>Boston</i> (3)	365,000		157,000
<i>Brant</i> (3)	324,000	<i>Newcastle</i> (6)	100,200
<i>Breeze</i> (3)	744,000	<i>Newton</i> (4)	606,000
<i>Brookline</i> (3)	511,000	<i>Notre Dame</i> (3)	648,500
<i>Cambridge</i> (4)	676,500	<i>Ocean</i> (3)	431,000
<i>Cape Ann</i> (3)	105,000	<i>Olympia</i> (2)	61,800
<i>Comber</i> (3)	661,000	<i>Orion</i> (5)	146,300
<i>Coot</i> (2)	486,000	<i>Penguin</i> (3)	447,000
<i>Corinthian</i> (2)	154,000	<i>Plover</i> (2)	341,000
<i>Cormorant</i> (3)	344,000	<i>Plymouth</i> (3)	306,300
<i>Cornell</i> (3)	492,000	<i>Pollyanna</i> (1)	64,000
<i>Curlew</i> (1)	190,000	<i>Princeton</i> (2)	206,000
<i>Dartmouth</i> (3)	476,000	<i>Quincy</i> (3)	344,000
<i>Donald</i> (3)	260,000	<i>Rainbow</i> (2)	114,000
<i>Dorchester</i> (2)	210,000	<i>Raymonde</i> (1)	74,000
<i>Ebb</i> (3)	712,000	<i>Rhodora</i> (1)	82,000
<i>Edita C. Rose</i> (3)	210,000	<i>Ripple</i> (3)	575,000
<i>E. L. Boudreau</i> (3)	193,500	<i>Ruth & Margaret</i> (3)	111,000
<i>Elk</i> (3)	268,000	<i>Ruth Lucille</i> (2)	124,000
<i>Exeter</i> (5)	413,000	<i>Saturn</i> (3)	582,000
<i>Fabia</i> (4)	640,000	<i>Sea</i> (1)	108,000
<i>Famiglia</i> (3)	57,500	<i>Sea Ranger</i> (1)	59,000
<i>Flow</i> (3)	659,000	<i>Shamrock</i> (4)	262,300
<i>Foam</i> (2)	410,000	<i>Shawmut</i> (3)	455,000
<i>Gale</i> (3)	629,000	<i>Spray</i> (3)	644,000
<i>Gemma</i> (2)	224,000	<i>Superior</i> (1)	34,000
<i>Georgetown</i> (2)	400,000	<i>Teal</i> (2)	388,000
<i>G. de Costa</i> (2)	87,000	<i>Teazer</i> (2)	95,500
<i>G. L. Thebaud</i> (1)	65,000	<i>Tern</i> (2)	249,000
<i>Gertrude Parker</i> (4)	308,000	<i>Thomas Whalen</i> (3)	413,000
<i>Gossoon</i> (3)	249,000	<i>Tide</i> (2)	496,000
<i>Grand Marshall</i> (1)	35,000	<i>Trimount</i> (3)	498,000
<i>Harvard</i> (3)	360,000	<i>Vagabond</i> (3)	160,700
<i>Hekla</i> (3)	485,000	<i>Vandal</i> (4)	481,500
<i>Heron</i> (2)	380,000	<i>Venture II</i> (4)	318,000
<i>Holy Cross</i> (2)	257,000	<i>Wave</i> (2)	300,000
<i>Hoop-La</i> (4)	107,500	<i>Whitecap</i> (2)	427,000
<i>Illinois</i> (4)	785,000	<i>Widgeon</i> (3)	588,000
<i>Imperator</i> (2)	183,000	<i>Wild Goose</i> (2)	365,500
<i>Isabelle Parker</i> (3)	225,000	<i>Wm. J. O'Brien</i> (2)	273,000
<i>J. M. Marshall</i> (1)	82,000	<i>Wm. L. Putnam</i> (4)	302,000
<i>Joffre</i> (1)	68,000	<i>Wintbrop</i> (2)	279,000
<i>Kingfisher</i> (2)	440,000	<i>Yankee</i> (3)	178,000
<i>Lark</i> (4)	251,000		

Gloucester

May Have Two New Schooners. Draggers Changing Over to Seining

By Gardner Lamson

BENJAMIN Cururu was reported last month to be negotiating with shipbuilders in Maine for two schooners, 85 to 90 ft. long, both to be designed as draggers and mackerel seiners, and to be ready by Fall in time for the Southern season.

Rumor has it that Capt. Manuel Rocha, now in the *Paolina*, may have command of one of the new vessels since the *Paolina*'s owners want to put her back into mackerel seining. The other Cururu craft is probably for Capt. Bert Perry who at present is at the wheel of the dragger *Josephine and Margaret*.

"Marie and Katherine" Ready for Launching

The new schooner built for Santo Parisi and his three sons, was expected to be launched early this month from the Story yards at Essex. The craft is named the *Marie and Katherine*, and measures 62 ft. x 15 ft. x 7 ft. It is powered with a 100 hp. Wolverine Diesel.

Mackerel Interests Meet

The first move in the mackerel season took place on March 25 at the Master Mariners Association rooms when Capt. Lemuel R. Firth, recently elected president of the Fishing Masters Producers Association, presided over a meeting of all mackerel seiners then in port to discuss a program in marketing the fish.

Up to the 24th of March the following boats had changed over for mackerel seining in the South: *Serafina N.*, Captain Sam Nicastro; *Rose Marie*, Captain Peter Scola; *North Star*, *Uncle Sam* and the *Sebastiana C.*, Captain Chas. Nelson.

Capt. Frank Favoloro and crew of the local dragger *Grace F.*, who have their seine boat with them at Norfolk, Va., on the 23rd gave up dragging to change over to seining, so as to be ready to take advantage of the first report of any mackerel around the Virginia Capes.

Proctor Re-Elected for Ninth Term

Capt. Edward A. Proctor, veteran mackerel netting and swordfishing skipper, was elected president of the Gloucester Master Mariners' Association for the ninth successive term last month at the 48th annual meeting. Other officers elected were: Vice-President, Capt. Elroy Prior; Secretary, Henry F. Brown; Treasurer, Alexander J. Chisholm; Board of Directors, Captains James H. Mason, Donald A. MacCuish, Lemuel R. Firth, John F. Barrett, Patrick J. Murphy, Philip H. Keating and John Nelson.

Arrive with Halibut Fares

The "Gertrude L. Thebaud", Capt. Archie A. MacLeod, was at the Atlantic Supply Wharf last month fitting out for her second halibut trip of the season. On her first trip, completed last month, the vessel stocked \$8,600.

Three weeks to a day from the time he set forth on his second halibut trip of the season, Capt. Carl C. Olsen and crew in the schooner *Raymonde* docked their vessel at the Boston Fish Pier on March 21 with a fine trip of 65,000 pounds of halibut. They received 18c for white, 14c for gray and 10c for chicken.

New Equipment on "American"

The local schooner *American* is now getting ready for halibuting, with Capt. Simon P. Theriault in charge. She is having a new engine installed here, and also a fathometer made by Submarine Signal Company, Boston, obtained through the local agency handled by Sherman B. Ruth.

New Wolverine Installed

The schooner *Huntington Sanford* with Capt. Colin Powers at the wheel, sailed last month for Bridgeport, Conn., where her new 100 horsepower Wolverine Diesel engine will be installed. After that, Capt. Powers and his men will leave for the South for the mackerel netting season.

Vineyard

Fleet Gets Busy As Fish Begin to Appear

By J. C. Allen

THE Wheelhouse Loafer has been feeling his age of late, what with being frozen in, frozen up and devilish near frozen out—of house, home, and all comforts appertaining thereto. The rock-bound coast of New England was never more successfully camouflaged since it was created, for no one under God's Heaven would ever guess that there were any rocks, or even any water, anywhere around it, while the ice was with us. But things broke up with a suddenness that made all hands gasp like a man who finds a skate in his bunk in a dark fo'c'sle.

Yes sir, the ice let go and the fleet got busy in earnest, and the fish are coming in like nobody's business, what we mean. With the exception of one week, when all hands labored a little mite too diligently to fill things up for the Lenten opening, the range of prices ran well up the weather ratlines, and there's dollars jingling in the hip pockets of all and sundry.

Trawl Bait Scarce

The line-trawls didn't get in quite as early as expected because bait was as scarce as a dogfish's virtues. Nothing but quahaugs flourished during the cold spell and the gang don't favor them for trawl-bait. So they steamed for the mainland for bait, and Capt'n Dan Larsen of Menemsha was the first man to bait and set.

Blackbacks

The blackbacks, predicted with the coming of a moderate spell, struck on ahead of time in three or four sections. Nantucket, believed to be barren as the under-side of a dory's bottom, supplied darned good fishing just after the middle of the month and there are more haddock off Nomansland than have been seen for several years.

Alewives

The herring, or rather, alewives, for which this neck of ocean has been famed for centuries, had not appeared when this report was penned. That is to say, the adult, marketable fish had not shown up. A gang of Edgartown sea-skimmers made a set with a sweep-seine on the eighteenth, and scooped up several barrels of juvenile fish, that ran about twelve to the pound. Mighty tasty eating, but poor stuff to market for food or bait.

Lobster Pots in Early

Lobster pots went in before the middle of the month, and wonder of wonders, they fished! No one who sized up the ice around here had any idea that a lobster would pot before June. "Swordfish in May!" is the hail of the local lads, who are planning on having trap-gear in by the middle of April.

New Addition To Gay Head Fleet

Another new addition to the Gay Head fleet, a big forty-foot launch purchased by Max Attiquin, who is a noble Red Man, as might be guessed by his name. Max was retired as assistant light-house keeper last Summer, and served a couple of hitches in the Navy before that, but still a young man, and plenty vigorous.

Vineyard Harbor To Be Dredged

More dredging for Vineyard Haven harbor. Federal funds have been approved this month, and the anchorage will be deepened all over. This ought to be good news for some of the deep-legged gang who run in during the easterlies.

More work on the shellfish beds in Oak Bluffs, too, and it looks as if the new channel from Nantucket Sound into Sengekontacket Pond will be opened before Summer. The Oak Bluffs harbor work is already under way, and more than one thousand feet of dock will result from the bulkheading and fill that is being made. There will be seven feet of water, at low tide, alongside this bulkhead.

New York

Fulton Market's New "3 in 1" Marketing Plan

By Larry Herzog

THE Fulton Marketeers have staged one of those social upheavals which in this instance has resulted in a presto-chango transition from commission representation to "outright purchase".

The boys were caught between the devil and the deep blue sea with the government gunning against the collective averaging system on the one flank and the high cost of an individual record system on the other flank. But like Houdini, they have extricated themselves from an apparently desperate situation by a happy compromise which historians will refer to with bated breath as the "outright purchase plan".

The outright purchase plan indicates sheer genius in the development of what appears to be a commission selling plan minus all strings, responsibilities and worries on the part of the consignee.

The shipper will continue to send his fish to market, as in the good old days of yore. The consignee will accept them in the same fine spirit of hospitality. At the close of the market the consignee will then proceed to purchase the products already sold and even those not sold, and will then remit to the shipper at a rate per pound in keeping with the returns of the day.

The consignee will, so we are given to understand, purchase fish and pay for them on arrival before they are sold, if the shipper so demands, and in this instance the price paid will presumably be calculated on the basis of probable returns less a percentage for probable errors in prognosticating future events of such an intangible, unprognosticatable character as the prices of the day.

Or should the shipper wish to dispose of his goods on a commission basis wherein the returns will represent averaged prices of the day, a letter to his consignee expressing agreement to this procedure will pave the way. Hence this new marketing plan may be termed the "3 in 1", because any one or all of the suggested methods will effectively knock down three birds with but a single stone. They are all legal no doubt, and economical without question so far as Fulton Market is concerned. The only danger from playing with such heavy artillery is that it may also kill two other birds, which won't be so good, as one of these will be Fulton Market itself, and the other will be the good will of the producer. It appears that something of this sort is already in evidence as indicated by the following from the Long Island Fishermen's Protective Association, West Sayville, New York, Alfred W. Tucker, manager:-

"The following resolution was duly adopted at a meeting of the Board of Directors of this Association held on Friday, March 20, 1936: Resolved: That the Directors of this Association are strongly opposed to the method of direct purchase of seafood as proposed by certain wholesale dealers in Fulton Market, on the grounds that the proposal is no improvement over the commission basis of selling and on the further ground that the producer has no assurance as to the price he will receive when the goods leave his possession.

"Be it further resolved: That the manager of this association is directed to send a copy of this resolution to each of the said wholesale dealers."

The answer to this entire problem will, when it is found, prove to be very simple. It will take quite a time to unearth, because like all problems the attempt to solve it will at first be through some highly complex and complicated method, but after careful and patient observation and study will resolve itself into a simple solution that will be founded on sincerity, integrity, and good faith.



The "Berkerley", 42 ft. x 14 ft., owned by Capt. Don Gross, Babylon, L. I. Equipment includes a 4-cyl. Palmer engine, Hyde propeller, Eveready batteries and Whitlock cordage.

Long Island Revives Plan For A Campaign Against Oyster Drill

By C. A. Horton

THE plan for a preliminary survey of the distribution of the oyster drill in Great South Bay, which was originally scheduled to be made last year but was never undertaken, has been revived through the efforts of Congressman Robert L. Bacon. Dr. Victor Loosanoff, aquatic biologist of the Bureau of Fisheries, was in Patchogue on March 27 to discuss the matter with Harry B. Paine of the Brookhaven town trustees. Indications are that some plan will be developed whereby the survey can be initiated this year as a relief project.

Trap Fishing

The following trap fishermen of East Marion are on the fishing grounds: Vail & Eldredge and Myron Brown who fish at Block Island Sound; Frank A. Rackett and son E. L. Rackett and W. C. Rackett, Gardiner's Island; Russell Terry, Montauk; E. L. Bennett and Daniel F. Brown, Long Island Sound; William S. Adams and Grant Rackett, Orient Harbor; Isaac B. Edwards, Gardiner's Island.

Anticipate Good Party Boat Season

Last season was reported to be a real successful one for fishing captains in Peconic Bay, but 1936 gives a brighter promise for the weaks have already struck on and the demand for boats has been very encouraging.

Excellent Cod Fishing

Block Island fishermen report that there is excellent cod fishing at the present time. The latter part of last month two men with hook and line snared 327 cod fish weighing about 1,000 pounds. Prices have been very good.



Bonner Oil Co., Lake Montauk, Montauk Point, L. I., operated by C. L. Bonner, who handles a complete line of Esso-marine products and also ships fish by truck to Fulton Market.

Where to Buy Fish and Shellfish Products

Look up the fish and shellfish products you need. The numbers after the items refer to the companies listed in "Where to Buy" column on opposite page.

ALEWIVES:

Fresh/Frozen: 3, 5, 6, 8
Smoked: 3

BLUEFINS:

Fresh/Frozen: 21

BLUEFISH:

Fresh/Frozen: 6, 8, 13, 18, 38

BLUE PIKE:

Fresh/Frozen: 6, 21

BUTTERFISH:

Fresh/Frozen: 3, 5, 18

CARP:

Fresh/Frozen: 6, 21

CATFISH and BULLHEADS:

Fresh/Frozen: 6, 7, 12, 13

CHUBS:

Fresh/Frozen: 6, 21

CLAMS, HARD:

Shell: 4, 5, 9, 11, 14, 22, 24
Shucked: 4, 5, 9, 11, 14

CLAMS, SOFT:

Shell: 3, 5, 22, 24
Shucked: 3, 5

Canned: 5, 16

COD:

Fresh/Frozen: 3, 5, 25, 26, 27, 45
Fresh/Frozen Fillets: 3, 5, 15, 25, 26, 27

Fresh Steaks and Sticks: 3, 5

Cheeks, Sounds, Tongues: 2, 3, 5

Canned (Cakes, Flakes, etc.): 2, 5, 44

Salted: 2, 3, 5, 15, 16, 44

Smoked Fillets: 3, 5, 15, 16, 23, 25, 32

Oil: 3, 5

Cod-Liver Oil: 5, 16

CRABS:

Hard: 4, 5, 9, 11, 12, 14, 22, 51
Soft: 4, 11, 12, 14, 22, 51
Crab Meat: 4, 8, 11, 12, 14, 22, 51

Canned: 16

CROAKERS:

Fresh/Frozen: 6, 18, 28, 29, 30, 46, 47, 48, 49, 50

Fresh Fillets: 6

CUSK:

Fresh/Frozen: 3, 5

Fresh Fillets: 3, 5

Fresh Steaks and Sticks: 3, 5

Salted: 2, 5, 44

Smoked Fillets: 3, 5

DRUM (Red Drum):

Fresh/Frozen: 6, 13

EELS:

Fresh/Frozen: 4, 5, 6

Smoked: 6

FLOUNDERS:

Fresh/Frozen: 3, 5, 6, 13, 18, 28, 29, 30, 45, 46, 47, 48, 49

Fresh/Frozen Fillets: 3, 5, 6, 13

FLUKE:

See Flounders

FROGS:

Whole: 7, 8, 12
Legs: 7, 57

GROUPERS:

Fresh/Frozen: 8, 13

Fresh Fillets and Steaks: 8

HADDOCK:

Fresh/Frozen: 3, 5, 25, 26, 27, 45

Fresh/Frozen Fillets: 3, 5, 6, 15, 25, 26, 27

Fresh Sticks: 3, 5

Salted: 2, 5, 44

Smoked Fillets: 3, 5, 15, 23, 25, 32

Finnan Haddie: 3, 5, 15, 16, 23, 25, 32

HAKE:

Fresh/Frozen: 3, 5

Fresh/Frozen Fillets: 3, 5

Fresh Sticks: 3, 5

Salted: 2, 3, 5, 16, 44

Smoked Fillets: 3, 5

HALIBUT:

Fresh/Frozen, Eastern: 3, 5, 6, 7

Fresh/Frozen, Western: 3, 5, 7, 15

Salt Fins: 2

Smoked: 2

HERRING, LAKE:

Fresh/Frozen: 3, 15, 21

HERRING, SEA:

Fresh/Frozen: 3, 5

Cured: 2, 5, 16

Smoked: 2, 3, 5, 10, 16, 19

Canned "Sardines": 5, 15, 16

Spiced: 15

KINGFISH or "KING MACKEREL":

Fresh/Frozen: 6, 8, 13, 18, 37, 39, 40

LOBSTERS:

Live: 1, 3, 12, 25, 31, 33, 42, 43

Meat, Fresh Cooked: 1, 3, 42

Canned: 16

LOBSTERS (Southern Crayfish):

Live: 8, 57

MACKEREL:

Fresh/Frozen Fillets: 3, 5, 6, 13, 18

Fresh/Frozen Fillets: 3, 5, 6

Salted Fillets: 2, 3, 5, 15, 16

Split Salted: 2, 3, 5, 15, 16

Smoked: 3, 5

Canned: 2, 5, 16, 44

MULLET:

Fresh/Frozen: 6, 8, 13, 15, 37, 46, 48, 49, 50, 53, 54, 55

Salted: 6, 8

Salted Roe: 6, 8, 13

OYSTER-CRABS:

Fresh: 4

OYSTERS:

Shell: 4, 5, 7, 8, 11, 12, 17, 20, 22, 28, 29, 30, 41, 51, 52, 56, 57, 58, 59

Shucked: 3, 4, 5, 7, 8, 11, 12, 13, 20, 22

Seed: 17

Canned: 52, 56, 58, 59

SHAD and SHAD ROE:

Fresh/Frozen: 3, 5, 6, 11, 13, 18

SHEEPSHEAD, FRESH-WATER:

Fresh/Frozen: 13

SHEEPSHEAD, SALT-WATER:

Fresh/Frozen: 6, 8, 13

SHRIMP:

Fresh/Frozen: 4, 5, 6, 7, 8, 12, 13, 14, 22, 34, 36, 38, 52, 56, 57, 58, 59

Packaged, Fresh/Frozen: 6
Cooked and Peeled: 6, 11, 14

Canned: 15, 16, 52, 56, 58, 59

SMELT:

Fresh/Frozen: 3, 5, 6, 15

SOLE:

Fresh/Frozen: 3, 5
Fillets: 3, 5

SPANISH MACKEREL:

Fresh/Frozen: 6, 8, 13, 18, 37, 38, 39, 40, 54, 55

SQUID:

Fresh/Frozen: 3

STRIPED BASS:

Fresh/Frozen: 13

STURGEON:

Fresh/Frozen: 5, 6
Smoked: 6
Caviar: 6

SWORDFISH:

Fresh/Frozen: 3, 5

TULLIBEE:

Fresh/Frozen: 21

TUNA, Etc.:

Fresh/Frozen: 5

Canned: 16

TURTLES and TERRAPIN:

Whole: 9, 11, 22

Meat: 11, 12

Canned: 11

WEAKFISH:

Fresh/Frozen: 6, 18

WHITEFISH:

Fresh/Frozen: 15, 21

WHITING:

Fresh/Frozen: 3, 5, 6, 13, 18

Salted: 2

YELLOW PERCH:

Fresh/Frozen: 21

YELLOW PIKE:

Fresh/Frozen: 15, 21

YELLOWTAIL:

Fresh/Frozen: 5, 8

SEA BASS (Calif.):

Fresh/Frozen: 7, 18

Where to Buy

Items on opposite page refer to these producers and distributors.

- 1—Rackliff & Witham, Rockland, Maine.
- 2—Davis Bros. Fisheries Co., 43-63 Rogers St., Gloucester, Mass.
- 3—Feyler's, Inc. (Rodney E. Feyler), Rockland, Me.
- 4—E. A. Hitchings & Co., Norfolk, Va.
- 5—Portland Fish Co., Portland, Me.
- 6—Florence Fish & Oyster Co., Florence, S. C.
- 7—Mid-Central Fish Co., 1656-60 Washington St., Kansas City, Mo.
- 8—Warren Fish Co., P. O. Box 1513, Pensacola, Fla.
- 9—W. E. Horner, Jr., Parkertown, N. J.
- 10—Green Brothers, Eastport, Maine.
- 11—L. R. Carson, Inc., Crisfield, Md.
- 12—Reuther's Sea Food Co., Box 773, New Orleans, La.
- 13—Meyer Fish & Produce Co., 33-35 S. Ocean St., Jacksonville, Fla.
- 14—Benj. F. Copeland, Beaufort, N. C.
- 15—B. A. Griffin Co., 531 S. Water St., Milwaukee, Wis.
- 16—Snow Fisheries Co., 269 Northern Ave., Boston, Mass.
- 17—Modern Oyster Co., Inc., P. O. Box 166, Greenport, N. Y.
- 18—Coast Fishery, Monmouth Beach, N. J.
- 19—George A. Mowry, Lubec, Maine.
- 20—Narragansett Bay Oyster Co., Providence, R. I.
- 21—General Fish & Oyster Co., 447 Woodland Ave., Cleveland, Ohio.
- 22—Wm. M. McClain, 231 So. Front St., Philadelphia, Pa.
- 23—W. A. Ray, 529 Second St., South Boston, Mass.
- 24—Carl W. Savage, Rowley, Mass.
- 25—Willard & Daggett Co., Central Wharf, Portland, Me.
- 26—R. O'Brien & Co., 34 Fish Pier, Boston, Mass.
- 27—Cape Ann Cold Storage Co., Gloucester, Mass.
- 28—Globe Fish Co., Inc., Elizabeth City, N. C.
- 29—Isaac Fass, Inc., Portsmouth, Va.
- 30—Ballard Fish & Oyster Co., Inc., Norfolk, Va.
- 31—Consolidated Lobster Co., Rockport, Mass.
- 32—Collins-Lee Co., 105 Suffolk St., Chelsea, Mass.
- 33—E. Jameson & Sons, Jameson's Wharf, Portsmouth, N. H.
- 34—Fred Hanson, St. Augustine, Fla.
- 35—St. Johns Shrimp Co., St. Augustine, Fla.
- 36—William Feger, New Smyrna, Fla.
- 37—Walter Peterson, Fort Pierce, Fla.
- 38—Hudgins Fish Co., Palm Beach, Fla.
- 39—East Coast Fisheries, Inc., Miami, Fla.
- 40—Capt. Tom's Fish Market, Miami, Fla.
- 41—Mirabella Fish Co., Tampa, Fla.
- 42—N. F. Trefethen Co., Custom House Wharf, Portland, Me.
- 43—A. C. McLoon Co., Rockland, Me.
- 44—Gorton-Pew Fisheries Co., Ltd., Gloucester, Mass.
- 45—Producers Fish Co., Gloucester, Mass.
- 46—Mack Lupton, New Bern, N. C.
- 47—H. F. Lewis & Son, Hampton, Va.
- 48—Gordon C. Willis, Morehead City, N. C.
- 49—Ben Gray, Morehead City, N. C.
- 50—S. W. Davis & Bro., Beaufort, N. C.
- 51—Wallace M. Quinn, Crisfield, Md.
- 52—L. P. Maggioni & Co., Savannah, Ga.
- 53—Hibbs Fish Co., St. Petersburg, Fla.
- 54—Homosassa Fish Co., Homosassa, Fla.
- 55—L. C. Yeomans, Crystal River, Fla.
- 56—Acme Packing Co., Apalachicola, Fla.
- 57—Star Fish & Oyster Co., Mobile, Ala.
- 58—Williams Bros., Biloxi, Miss.
- 59—Kuluz Brothers Packing Co., Biloxi, Miss.

Where to Ship

These companies are in the market for fish and shellfish.

ATLANTA, GA.

Roy Petree, 1 Produce Place, S. W.

BALTIMORE, MD.

F. C. Bower & Co., Wholesale Fish Market.
J. W. Chew Co., Wholesale Fish Market.
U. S. Stewart & Bro., Wholesale Fish Market.

BOSTON, MASS.

Atwood & Co., Administration Bldg., Fish Pier.
Conley & Daggett, Inc., 67 Commercial Wharf.
Dench & Hardy, Administration Bldg., Fish Pier.
John Green, Administration Bldg., Fish Pier.
R. S. Hamilton Co., 17 Administration Bldg., Fish Pier.
John Nagle & Co., Administration Bldg., Fish Pier.
Joe O'Neill, Administration Bldg., Fish Pier.
Joseph A. Rich Co., Administration Bldg., Fish Pier.
Rowe & Sullivan, Administration Bldg., Fish Pier.

CHICAGO, ILL.

Best Fish & Oyster Co., Fulton Fish Market.
Booth Fisheries Corp., 300 W. Adams St.
Fred C. Holmes, 171 N. Union Ave.
J. A. Klaflin, 209 N. Union Ave.
Robbins, Inc., 362 W. Kinzie St.
Standard Fish Co., 225 N. Union Ave.
Trabert Fish Co., 223 N. Union Ave.
Triggs Brokerage, Inc., 308 W. Washington St.
Walker's Fulton Fish Co., 227 N. Union Ave.

NEW YORK, N. Y.

Ackerly & Sandiford, Inc., 8-9 Fulton Market.
Sol Broome & Co., 34 Peck Slip.
Joseph H. Carter, 38 Fulton Market.
Chesebro Bros. & Robbins, 1-2-3 Fulton Market.
David Cornman, 107 South St.
R. J. Cornelius, 40 Fulton Market.
Caleb Haley & Co., 14 Fulton Market.
Harold E. Hamblin, Inc., 479-485 First Ave.
J. J. Hanson, Inc., 6 Fulton Market.
Lakeside Fish Co., 43 Peck Slip.
Lockwood & Winant, 4 Fulton Market.
J. L. Stewart Co., 10 Fulton Market.
J. Edwin Treakle, 20 Fulton Market.
Wallace Keeney Lynch Corp., 18 Fulton Market.
Frank W. Wilkisson, Inc., 16 Fulton Market.

PHILADELPHIA, PA.

W. Carlton Eacho, Water and Dock Sts.
John D. Goodman, Dock St. Fish Market.
F. P. Larkin, Inc., Dock St. Fish Market.
D. D. Lewis, Inc., Dock St. Fish Market.
J. McLaughlin & Son, 237 S. Front St.
H. W. Seuffert & Co., Dock St. Fish Market.
C. V. Sparks & Co., Dock St. Fish Market.

WASHINGTON, D. C.

W. Carlton Eacho, Municipal Fish Market.

Where-to-Buy Directory

Equipment, Gear, Supplies, Service

Companies whose names are starred (*) have display advertisements in this issue; see Index to Advertisers for page numbers.

BARRELS, TIGHT (for Liquids)

Wooden and Steel

American Cooperage Co., Inc., Maurer, N. J.

BATTERIES

Dry Cell

**"Eveready": National Carbon Co., 30 E. 42nd St., New York, N. Y.

Storage

*Edison Storage Battery Co., W. Orange, N. J.

**"Exide": Electric Storage Battery Co., Philadelphia, Pa.

*USL Battery Corp., Niagara Falls, N. Y.

CAN MANUFACTURERS

National Can Co., 110 E. 42nd St., New York, N. Y.

CLUTCHES

*Kinney Mfg. Co., 3541 Washington St., Boston, Mass.

CORDAGE MANUFACTURERS

*American Manufacturing Co., Noble and West Sts., Brooklyn, N. Y.

*Columbian Rope Co., Auburn, N. Y.

*New Bedford Cordage Co., 233 Broadway, New York, N. Y.

*Plymouth Cordage Co., North Plymouth, Mass. Wall Rope Works, 48 South St., New York. Whitlock Cordage Co., 46 South St., New York, N. Y.

DEPTH FINDERS

Submarine Signal Co., 160 State St., Boston, Mass.

DIESEL GENERATING SETS

Bromfield Manufacturing Co., 211 Northern Ave., Boston, Mass.

ELECTRICAL EQUIPMENT

General Electric Co., Schenectady, N. Y.

ENGINE DEALERS

*Wharf Machine & Electric Co., 263 Northern Ave., Boston, Mass.

ENGINE MANUFACTURERS

Diesel Engines

*Atlas Imperial Diesel Engine Co., 115 Broad St., New York, N. Y.

*Bolinders Co., 33 Rector St., New York, N. Y. Bronander Engineering & Research Corp., Belleville Turnpike, No. Arlington, N. J.

*The Buda Co., Harvey, Ill.

Cooper-Bessemer Corp., Mount Vernon, O.

*Fairbanks, Morse & Co., Chicago, Ill.

Kermath Mfg. Co., 5896 Commonwealth Ave., Detroit, Mich.

McIntosh & Seymour Corp., Auburn, N. Y.

The National-Superior Co., Springfield, Ohio.

*Red Wing Motor Co., Red Wing, Minn.

*Wolverine Motor Works, Inc., 1 Union Ave., Bridgeport, Conn.

Ford Conversions and Parts

*Palmer Bros. Engines, Inc., 14 Water St., Cos Cob, Conn.

Oscar Smith & Sons Co., 3102 C St., Philadelphia, Pa.

Fuel Oil Engines

*Gray Marine Motor Co., 672 Canton Ave., Detroit, Mich.

Murray & Tregurtha, Inc., No. Quincy, Mass.

*Palmer Bros. Engines, Inc., 14 Water St., Cos Cob, Conn.

*Red Wing Motor Co., Red Wing, Minn.

ENGINE MFRS., Cont.

Gasoline Engines

*The Buda Co., Harvey, Ill.

Buffalo Gasoline Motor Co., 1280-1290 Niagara St., Buffalo, N. Y.

*Gray Marine Motor Co., 672 Canton Ave., Detroit, Mich.

Kermath Mfg. Co., 5896 Commonwealth Ave., Detroit, Mich.

Murray & Tregurtha, Inc., No. Quincy, Mass.

*Palmer Bros. Engines, Inc., 14 Water St., Cos Cob, Conn.

*Red Wing Motor Co., Red Wing, Minn.

*Wolverine Motor Works, Inc., 1 Union Ave., Bridgeport, Conn.

FIRE EXTINGUISHING SYSTEMS

Carbon Dioxide

"C-O-Two": C-O-Two Fire Equipment Co., 560 Belmont Ave., Newark, N. J.

"Lux": Walter Kidde & Company, 140 Cedar St., New York, N. Y.

FISH SCALERS

Portable, Flexible Shaft

N. A. Strand & Co., 5001 N. Lincoln St., Chicago, Ill.

FUEL OIL TREATMENT

*"Lubal": Gustavo Preston Co., 113 Broad St., Boston, Mass.

HARDWARE, Marine

Maine Steel Products Co., South Portland, Me.

HOOKS, Fish

**"Mustad": Sidney R. Baxter & Co., 90 Commercial St., Boston, Mass.

ICE BREAKERS

"Creasey": The Cochrane Corp., 17th and Allegheny Ave., Philadelphia, Pa.

"Little Giant": The Micro Corp., Bettendorf, Iowa.

MACHINERY, Marine

*Hathaway Machinery Co., New Bedford, Mass.

NAUTICAL INSTRUMENTS

Kelvin-White Co., 112 State St., Boston, Mass.

NETS AND NETTING

*The Liner Thread Co., Inc., 575 Atlantic Ave., Boston, Mass.

*National Net & Twine Co., 211 Congress St., Boston, Mass.

Pauls Fish Net Co., 1727-31 N. Winchester Ave., Chicago, Ill.

NET ANCHORS

Sebewaing Carriage & Wagon Works, Sebewaing, Mich.

NET BOXES, Steel

"O.K.": Algoma Foundry & Machine Co., Algoma, Wis.

NET BUOYS and LIFTING EQUIP.

J. H. Shepherd Son & Co., 1820 East Ave., Elyria, Ohio.

NET PRESERVATIVES

*Cuprinol, Inc., 1190 Adams St., Boston, Mass.

Shepherd Chemical Co., Highland Ave., Norwood, Cincinnati, O.

OILS (Fuel, Lubricating, Gasoline)

**"Esomarine": Pencola, Inc., 26 Broadway, New York, N. Y.

OILED CLOTHING

D. O. Frost Corp., Gloucester, Mass.

PAINTS

Henderson & Johnson, Inc., Gloucester, Mass. Geo. Kirby Jr. Paint Co., New Bedford, Mass.

*Pettit Paint Co., Jersey City, N. J.

Edw. Smith & Co., Long Island City, N. Y.

*Tarr & Wonson, Ltd., Gloucester, Mass.

PROPELLERS

*Hyde Windlass Co., Bath, Me.

*Federal-Mogul Corp., 262 Shoemaker Ave., Detroit, Mich.

Michigan Wheel Corp., Grand Rapids, Mich.

PROPELLER SHAFTS

**"Monel Metal": International Nickel Co., 67 Wall St., New York, N. Y.

RADIO TELEGRAPHS

Radiomarine Corporation of America, 75 Varick St., New York, N. Y.

RADIO TELEPHONES

Western Electric Co., 195 Broadway, New York, N. Y.

RANGES

"Marine Household": The White-Warner Co., 491 West Water St., Taunton, Mass.

"Shipmate": Stamford Foundry Co., Stamford, Conn.

REFRIGERANTS

Liquid Carbonic Corp., 3100 S. Kedzie Ave., Chicago, Ill.

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Chas. D. Briddell, Inc., Orisfield, Md.

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E. Klonaris, Fernandina, Fla.

Peterson Boat Works, Sturgeon Bay, Wis.

SHIP CHANDLERS

*Sherman B. Ruth, 28 Hancock St., Gloucester, Mass.

SIGNALS, Distress

International Flare-Signal Co., Tippicanoe City, Ohio.

TRANSPORTATION

Fish Forwarding Co., 151 South St., New York, N. Y.

Railway Express Agency, Inc., 230 Park Ave., New York, N. Y.

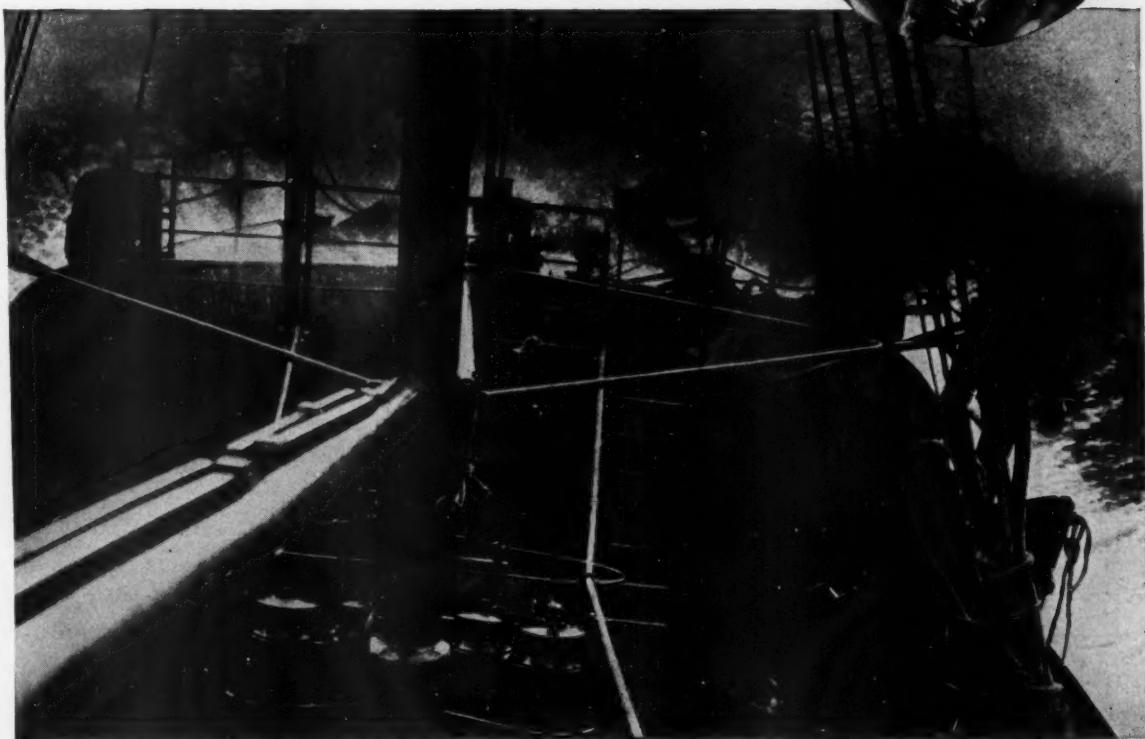
WIRE BASKETS

Massillon Wire Basket Co., 204 4th St., N.W., Massillon, Ohio.

WIRE ROPE

Pauslen-Webber Cordage Corp., 26 Front St., New York, N. Y.

Filled Up... headed for the market



Guard against engine failures on the run to market with Essomarine Lubricants

ESSOMARINE LUBRICANTS will get her in and back on the fish again—from the Capes up—all summer. When she swings off for Market, it will be a straight run through—good prices—she'll be high liner this fall.

Her people know that the difference between a *good* catch and a *profitable* catch depends largely on the way the engine comes through in the final drive to market.

PENOLA INCORPORATED, 26 BROADWAY, NEW YORK CITY, N. Y.

She is profiting from the work done by the world's leading oil organization and the result—ESSOMARINE LUBRICANTS stand out as the finest marine lubricants obtainable.

Whether you operate a gasoline, steam or Diesel engine—you pay no more for ESSOMARINE. Why not take this extra step toward engine protection at sea . . . and be a step closer to profits in port?



Essomarine Lubricants constitute a complete line for use in steam, Diesel or gasoline engines. They are especially adapted to the needs of the fishing trade. Get them through any of the following major companies: Standard Oil Co. of New Jersey—Colonial Beacon Oil Co., Inc.—Standard Oil Co. of Pennsylvania—Standard Oil Co. of Louisiana—Standard Oil Company, Incorporated in Kentucky—Standard Oil Company (Ohio)—Humble Oil and Refining Co.—(In Canada) Imperial Oil, Limited.

New Bedford All Set For Banner Season

Hathaway's New Plant Typical of Famous Port's Enterprise

ONE of the finest, largest, and best-equipped machine shops on the Atlantic Coast is that of the Hathaway Machinery Co., Fairhaven, Mass., just across the harbor from New Bedford. Chester Hathaway and E. G. Braley, known to thousands of fishermen, are justly proud of their splendid plant, into which they moved last October.

The new location embraces 800 feet of dock space with 5 to 16 feet of water. On the dock is a huge frame building, 175 feet long and 40 feet wide, containing the forge, brazing and welding equipment, and storage space.

The main machine shop is a two story, steel and brick building, with cement floors and railway spur running through the building to the wharfs. Expensive machine tools—they could not be duplicated for less than \$100,000—fill the main floor, although they are so arranged that there is ample working space around them.

A feature of the shop is that every piece of equipment is individually driven by its own electric motor. Fairbanks-Morse and General Electric motors are used.

On the second floor are the offices, a pattern shop, and stocks of shafts, propellers, stuffing boxes, stern bearings, motor parts and other stores.

On the roof is a pilot house, unfinished as yet, to which a companionway will lead from Mr. Hathaway's office.

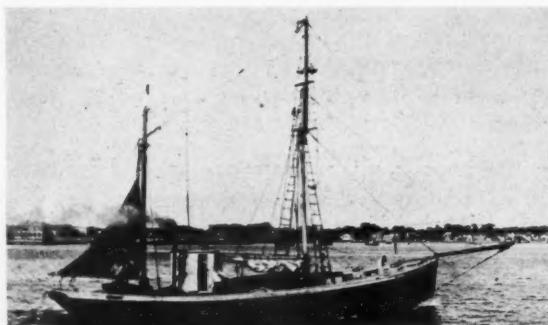
Groceries, fuel oil, and other supplies are available as well as ice, which is shot into the holds by means of a portable Link-Belt crusher equipped with a special conveyor.

A branch of the main railway is laid on one side of the wharf, so that large engines and other equipment can be hoisted directly from railway cars into the vessels by means of a large derrick. Another railway spur on the other side of the wharf is contemplated.

Large Scallop Fleet Expected

Capt. Dan Mullins expects a larger scallop fleet to work out of New Bedford this year than last. Prices have been good and cold storage holdings are pretty well cleaned up.

The *Valencia* brought in the first trip of scallops on March 17, stocking about \$300, according to William D. Eldridge, of



The "Little Joe", of Gloucester, now fishing out of New Bedford. A new 100 hp Wolverine Diesel has just been installed.

L. S. Eldridge & Son. The *J. Henry Smith* was scheduled to sail a few days later.

The *Shannon*, recently purchased by Capt. Joshua Murphy, formerly of the *Agda*, hauled out at Kelley's yard in Fairhaven, installing a Hathaway winch and other gear preparatory to scalloping.

May Have to Move

Joe Goullart is still wondering if he will be able to retain his present quarters. The city took over Homer's Wharf about three months ago, and plans to make a seaplane base out of it, which may mean that Joe will have to find a new place of business.

Three New Vessels Being Built

Three new vessels will be added to New Bedford's fleet before Summer. Capt. Dan Mullins reports that his 90 ft. dragger, being built by Snow, at Rockland, Me., is all framed up and will be in service in May. Equipment includes a 240 hp. Fairbanks-Morse Diesel, Hathaway winch and other fittings.

Capt. Tom Keeping and Capt. Bill Hayes expected that their new dragger, the *Whaling City*, would be launched March 24 by the Morse Boatbuilding Corp., Thomaston, Me. Power will be furnished by a 180 hp. Cooper-Bessemer; other equipment includes a Hathaway stern bearing, stuffing box, and gallows frames, a Tobin bronze shaft, also furnished by Hathaway, and Hyde propeller.

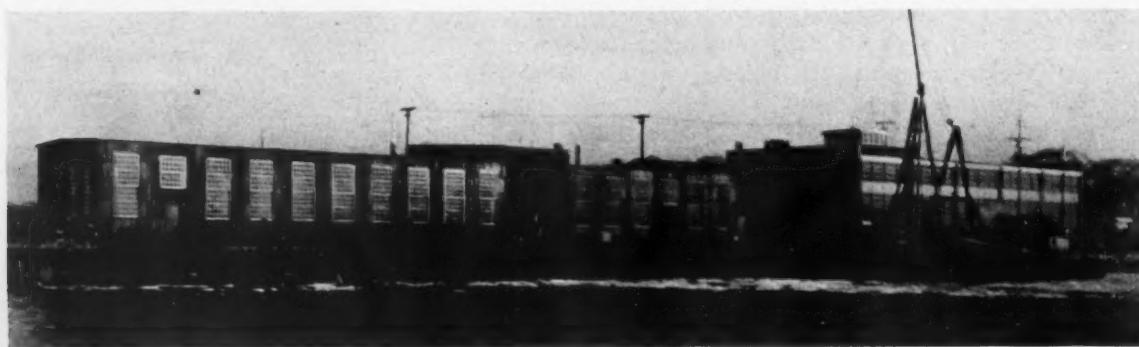
Scheduled for May launching is Capt. Mike Smith's dragger, now building at Story's yard, Essex, and to be powered with a 230 hp. Cooper-Bessemer Diesel.

Casey Boatbuilding Co. Busy

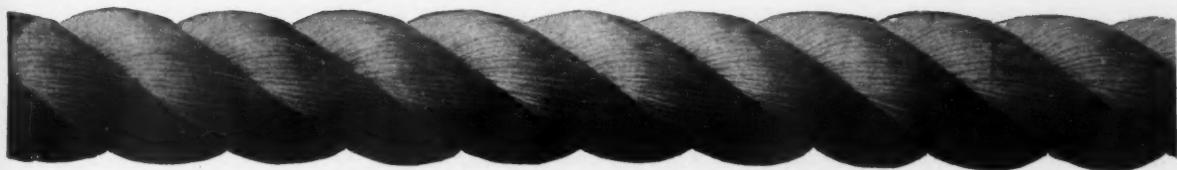
Fishing boats serviced recently by Casey include the *Natale II*, which was recaulked, refastened, and had work done in the engine room. A new Tobin bronze shaft and fittings were installed, and the vessel given a complete painting with Pettit paint.

The *Francis and Marion* had her bottom repainted with Tarr & Wonson paint, and is now fishing again.

The *Phyllis J.* went on the ways to have her propeller straightened, and other small jobs done.



Dock and buildings of the Hathaway Machinery Co., showing the storage, brazing and welding shops on the pier, and the machine shop at extreme right. A railway track and derrick on the far side facilitate engine installations.



"A DEAD WHALE—OR A STOVE BOAT"

The famous New Bedford Whaleman Statue with its epic inscription symbolizes the history and spirit of the New Bedford Cordage Company.

Organized by a group of whaling captains to make the finest whale line possible, today each coil of rope produced has embodied in it the original tradition of fine quality and the hardy spirit of the founders.



ESTABLISHED 1842
NEW BEDFORD CORDAGE COMPANY
General Offices:
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Boston Office:
10 HIGH STREET
Chicago Office:
230 W. HURON STREET



*Between dude-fishermen
and clams the "Arab" has
No TIME
FOR LAY-UPS*



*But she's needed
no lay-ups in the 9 years
her propeller shaft has been
MONEL METAL*

A tricky piece of water, the Great South Bay off Long Island. Behind the sand-bar there's plenty of floating ice in the winter . . . and driftwood all year round. That's no stretch to cruise around in if your craft has any ordinary propeller shaft.

But Cap'n Charles Berberich takes his 30 footer, the "Arab" in and out of there nigh onto 365 days out of every 365. He hauls fishing parties in the summer . . . winters, he goes clamping.

When your living depends on keeping your boat on the go, you do all you can to make sure she stays out of the repair dock. It's not often that the "Arab" is laid up for repairs. Give a big slice of the credit to her Monel Metal shaft . . . Cap'n Berberich does:

"Her old shaft caused wear in stuffing boxes that made her leak. Also, the old shaft sprung when we ploughed through chunks of ice. So far, her Monel Metal shaft has gone 9 years, summer and winter . . . and looks about as good as new."

Here are some of the *whys*: Monel Metal is stiff; stronger and tougher than steel . . . it turns hard knocks into easy ones. Monel Metal does not rust. Corrosion? . . . "it still looks new after 9 years." Its smoothness cuts down vibration, makes less wear at bearings.

You may not use your boat for clamping. Whatever she does for you, you want her to stay out of the repair yard, in the water. You go a long way to insure that, when you shaft her with Monel Metal.

THE INTERNATIONAL NICKEL COMPANY, INC.
67 WALL STREET
NEW YORK, N. Y.



Monel Metal is a registered trade-mark applied to an alloy containing approximately two-thirds Nickel and one-third copper. Monel Metal is mined, smelted, refined, rolled and marketed solely by International Nickel.

**Virginia Fishermen Cheered
By Heavy Run of Shad**

By Sandusky Curtis

SPRING and a heavy run of shad in Chesapeake Bay have combined to cheer the fishermen who have been hard hit by ice and snow in one of Tidewater Virginia's most severe Winters in many years. Net fishermen off Buckroe Beach and Grand View have reported large catches. The herring catches, which were big in the early days of March, have slumped.

Fishermen in the Buckroe area found it hard to smile earlier in the month when a Northeast storm tore up their nets and added to the damage wrought by the snows and freezes of the Winter. In fact it will be middle April before the work of placing and replacing pound poles is completed.

Further echoes of the opening of the shad season come from Matthews County where the nets had been placed. Fishermen in that section are hoping to reap a rich harvest during the present year, the shad run is at its height now with a price hold up predicted to last through the Easter season.

Trawlers Still Landing Good Trips

Trawlers are continuing their work off the Virginia Capes with better success the latter part of March because of improved weather conditions. Big Boston trawlers are leading the field in large catches in which are represented a variety of fish. Landings have been made in Norfolk at the Ballard Fish and Oyster Company and in Portsmouth at the plant of Isaac Fass.

Big Trips of Croakers

Speaking of fishing the *Sea Rambler*, owned by Captain John Lawson, came into Hampton, Va. March 25 with 755 boxes of croakers, one of the largest catches brought to that enterprising little port this season. The *Voyager*, owned by Captain Ben Topping, was in with 600 boxes giving the *Sea Rambler* a close run for the top honors thus far in the Spring activities.

"Chesapeake" Placed in Commission

The *Chesapeake*, oyster boat of J. H. Miles and Company, was placed in commission in March. This craft was built at Crittenden, Va., with finishing touches at Norfolk. Like the other boats of this company, the *Chesapeake* is equipped with a Fairbanks-Morse Diesel.



The "Tramp", owned by the Mertz Fish Co., Rogers City, Mich., and powered with a Gray motor. Dynamite must be used at times to clear a lane through the ice.

Fishermen Want Larger Mesh Nets

Fishermen all along the Lake Erie shore in Ohio, are banding this year to bring about the election of legislators who will agree to enact legislation which, they contend, the commercial fishing industry needs badly.

One thing in particular the fish men are demanding is a larger mesh than is now allowed by Ohio law.



The tug "Herman Colle", owned by the Colle Towing Co., Pascagoula, Miss., and powered by a 200 hp Atlas Imperial Diesel. Other equipment includes Edison batteries and Ritchie compass. F. B. Walker & Sons, Pascagoula, designed and built the boat.

Maryland Shad and Herring Season at Its Height

By Edward Bowdoin

SHAD and herring made their appearance in Chesapeake Bay and its tributaries last month.

Shad has had a steady decline. At one time 50,000,000 pounds were caught, now it is closer to 10,000,000 pounds. Virginia, being near the mouth of the Chesapeake, harvests about 5,000,000 pounds of shad and Maryland 1,500,000 pounds. The catch is worth approximately \$400,000 and \$150,000 respectively.

Herring, at one time, after the first catches, was so worthless that the Annessex river was full of dead ones shoveled overboard, but now several packing houses split and pickle herring, and fishermen realize good prices.

Crabbers Preparing for Opening of Season

During April the crabbers begin repairing their boats, overhauling their motors or installing new ones, getting their scrapes and trot lines in shape for the season that opens in the Maryland section of Chesapeake Bay on May 1st.



Two fine new boats. The "Victoria" Capt. Hans Petersen, of New Smyrna, Fla., has a 70 hp Caterpillar engine and Eveready batteries. The "Sea Breeze", Capt. Henry Lemmler of Biloxi, Miss., has USL batteries, Wall rope and Hyde wheel.

CUPRINOL

Reg. U. S. Pat. Off.



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20 YEARS SUCCESS IN EUROPE

To Make
Your Nets Last Longer

CUPRINOL for FISH-NETS is a liquid containing organo-metallic salts which will definitely preserve your nets—and all ropes subjected to immersion in sea water—from mildew, rot, fungus growth, and attack by bacteria.

Cuprinol is insoluble in water, and one treatment gives lasting protection. Nets treated with Cuprinol can be used steadily without the necessity of regular dressings. They may be safely stowed away without drying. Nets treated with Cuprinol are not stiff and bulky, but retain their original flexibility. Cuprinol adds not more than 10-15% to the weight of the net and does not impair its tensile strength.

An English Fisherman Says: June 1934

"I have frequently left my Cuprinol treated net lying in a heap smothered in wet mud, fish scales and weed, exposed to the sun and various other things that no one would dream of subjecting a net to. In spite of all this drastic treatment the net is as strong as the day I first used it (a year ago) and I am convinced that your claim for the preserving powers of Cuprinol are in every way justified, and I shall most certainly always use it in the future."

R. Lincoln Cooks, West Mersea, Essex.

One gallon of CUPRINOL for FISH-NETS will treat 15 lbs. of nets.

Made in Brown, Green, or Clear. 1 gallon can \$4.00; 5 gallon can \$17.50; 50 gallon drums \$150.00. All prices F.O.B. Boston. Order through your Fishing Supply House.

Two other grades are available: CUPRINOL for CANVAS, to prevent mildew and decay in sails, awnings, tarpaulins and all fabrics; and CUPRINOL for

WOOD, to prevent rot and attack by marine borers—used as a priming coat under paint.

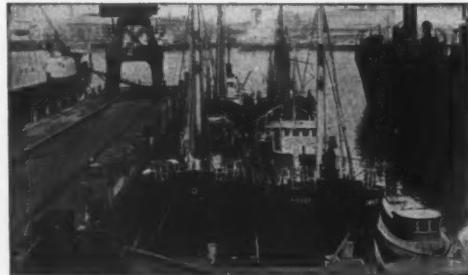


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Trawler Repairs and New Construction



Four Trawlers undergoing repairs at Atlantic Works

Conveniently located on Boston Harbor, Bethlehem's FORE RIVER Shipyard and the modern dry docks and repair shops of SIMPSON WORKS and ATLANTIC WORKS offer the fishing industry unsurpassed facilities for the construction, repairing and reconditioning of trawlers.

BETHLEHEM SHIPBUILDING CORPORATION, Ltd.

General Offices

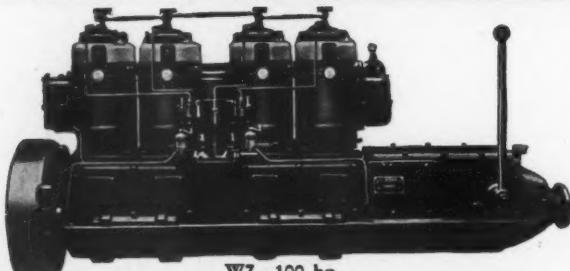


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General Sales Offices: 25 Broadway, New York

Boston Office, 75 Federal St.

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W7—100 hp.

Tinkering With An Engine ISN'T FISHING...

Bolinders builds a simple Diesel that doesn't need a lot of fancy dials and gauges and gadgets because a Bolinders runs itself. It's the ideal engine for fishermen. Starts easily, requires but little attention, runs as long as there's fuel and will last as long as the hull. It's economical, too. A 50 hp. engine will drive 42'-48' heavy boats at 8-10 miles, all day long, on but little more than a dollar's worth of fuel. If you are building a new boat or repowering your present one be sure to get full information about a Bolinders. Sizes run from 6 to 500 hp. for any type of service. Write today.



BOLINDERS COMPANY, INC.

Office and Showroom: 33 RECTOR STREET, NEW YORK, N.Y.

Lunenburg

Fishermen Leave On Frozen Baiting Trip

By H. R. Arenburg

ONLY twelve vessels started out on the frozen baiting trip this year, a small remnant of Lunenburg's once famous salt fishing fleet. The vessels sailing were: *Leah Beryl*, Captain Lawrence Zinck; *C. A. Anderson*, Captain A. Parks; *Mary Hirtle*, Captain Edwin Cleveland; *Maxwell Corkum*, Captain Freeman Corkum; *Harriet and Vivian*, Captain Frank Meisner; *John H. MacKay*, Captain Moyle Crouse; *Pan American*, Captain Ellison Creaser; *Mabel Dorothy*, Captain Foster Lohnes; *Beatrice Beck*, Captain Arch Mossman; *C. J. Morrow*, Captain Abram Cook; *Progressive II*, Captain Carmen Knock, and *Delawana II*, Captain Fred Deal. Last year fifteen vessels sailed on the frozen baiting trip and these were joined later by an additional fourteen vessels making the complete fleet for the season number twenty-nine all sail. This year it looks as though the entire fleet would not comprise more than fifteen vessels.

Lands Record Catch

The schooner *E. F. Zwicker*, Captain William Deal, landed a catch of 210,000 pounds of fresh fish at the National Fish Company plant at Halifax. This is one of the largest catches ever landed by a Lunenburg fresh fisherman.

"Irene Mary" Towed to Port

In tow of the R. C. M. Cutter *Preventor*, the disabled schooner *Irene Mary* was towed into Lockeport. The schooner was picked up by the cutter after a twenty-four hour search off the mouth of Halifax Harbor, just off the Halifax lightship. The *Irene Mary* carried a perishable cargo of 150,000 pounds of fresh fish which had been caught off Quero Bank. She was returning to Lockeport with her catch when she lost her sails and broke her auxiliary crank-shaft during a gale. The *Preventor* had been searching for the schooner but was handicapped by poor visibility and faulty directions given. This schooner is a Lunenburg fisherman which has been fishing out of Lockeport during the past Winter months. She is commanded by Captain Leo Corkum.

Capt. Iversen Retires

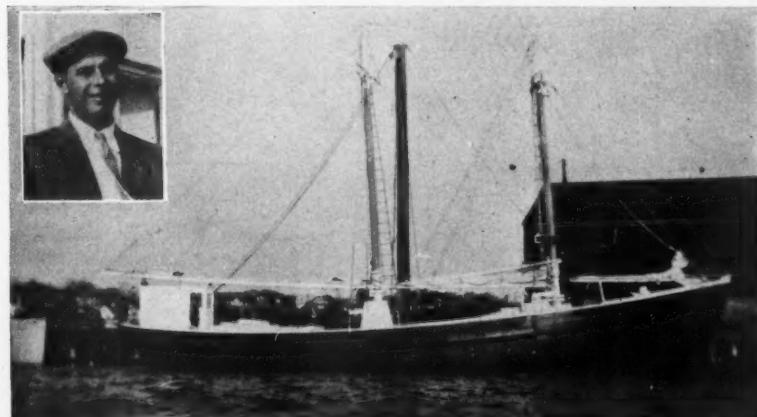
Captain Christian Iversen, for twenty-five years manager of the Lunenburg branch of Robin, Jones & Whitman, Limited, has retired from active business and has been succeeded by his younger son, Leon, who has been associated with the firm for the past ten years.

Milledge Mossman

The tragic story of the loss of Milledge Mossman from the schooner *Bessemer*, Captain Thomas Himmelman, was graphically told by Mossman's dory mate, Dan MacDonald. They had set out from the vessel in their small craft in a stiff South Westerly with squalls and heavy snow. A high sea crashed over the boat swamping it and tearing away all gear, oars and sails and dragging Mossman overboard. MacDonald managed to retain a purchase on the boat's side and pulled himself back in. Finding a bucket which had not been carried away, he bailed until the nearly sinking boat was again safely afloat. Succeeding in regaining two oars, he strained to reach the spot where he had last seen his dory mate. He could hear nothing from the drowning man as the wind was too high. He saw his comrade for the last time when the boat was within fifty feet of him.

Freeman Tanner

A Lunenburg home is in mourning as a result of the sudden and tragic death of Freeman Tanner, who, as he was finishing his day's work preparatory to returning home, lost his balance and fell down the hatchway of the tern schooner *Charles and Vernon*, breaking his neck.



Capt. JOHN SALVADORE

Owner of the

Vineyard Haven Schooner

"3 and I and I"

is loud in his praise of the faultless operation of his 100 H. P. 350 R. P. M. "Wolverine-Diesel"

The "WOLVERINE-DIESEL" excels in trouble-free Performance and Sturdiness

The SIMPLEST DIESEL and therefore THE BEST for FISHING

Low Pressure Fuel Injection through single hole NON-CLOGGING Nozzle assures perfect combustion at all loads or speeds.

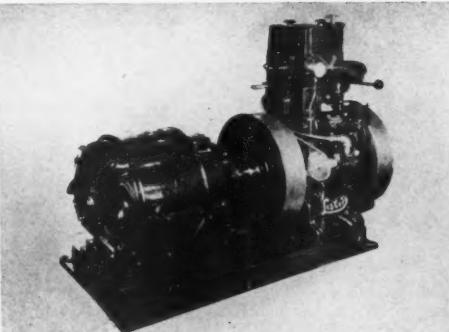
Every part of the engine is built in our own factory at Bridgeport, Conn., in close vicinity to you, so that direct factory service is at your command instantly.

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WOLVERINE MOTOR WORKS, Inc.

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Auxiliary generating set consisting of 7 h.p. 1000 r.p.m. Lister engine directly coupled to a 3 k.w., 32 volt Diesel generator.

LISTER DIESEL ENGINES
dual compression

Full Diesel 4-cycle, cold starting, marine auxiliary and propulsion engines from 3 to 104 h.p.

Adequate service and skilled labor, and complete stock of parts always on hand. Ask for complete specifications and demonstration.

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Specialists in Diesel Engine and Marine Electrical Repairs



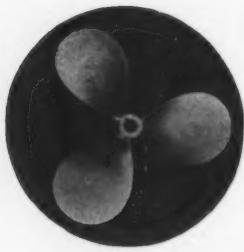
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**LINEN and COTTON GILL NETTING
SEINE, POUND and TRAP NETTING**

We Strive to Make Tanglefin Netting the Best.
The Quality Goes In Before the Name Goes On.



Dependability in continued hard service; smooth running, resulting from correct wheel selection to match hull and engine; and, the economy which comes from vibrationless operation—all are characteristic advantages of Federal-Mogul wheels.

Propeller Analysis FREE!

It takes expert knowledge to select the right wheel for ANY boat. Let our propulsion engineers analyze your needs and recommend the right wheel for maximum efficiency, greatest operating economy, and to avoid dangerous faults which end in costly service. This analysis is FREE. Ask your Federal-Mogul dealer, or write direct, for the "Propeller Specifications Blank."

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GREATER
cruising radius
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with **PALMER'S**
NEW OIL ENGINE

The same fuel dollar will carry you twice as far because the new Palmer Oil Engine gives as many or more miles per gallon on commercial fuel oil than a similar engine gives on more expensive gasoline. Furthermore, there is no excess carbon formation or crank case dilution even when idling or throttled. The new Palmer Oil Engine is the same weight, size and only slightly higher in price than the same engine for gasoline operation. Send for information about the Palmer Oil Engine and other Palmer Engines for gasoline operation from 2 to 150 H. P.

PALMER BROS. ENGINES, INC.
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DEALERS IN ALL IMPORTANT COASTAL CITIES

New Brunswick

**Weirmen Have Good Season
Aided by Free Seining Period**

By C. A. Dixon

ACTIVITY to a degree not seen in years in the sardine industry of Charlotte County, N. B., featured the opening week in April and the last week of March, as general repair work and the building of many new weirs in the Southern New Brunswick district commenced with feverish anxiety, due to the fact that sardine herring in unusual quantities for the time of year struck at Grand Manan during March. Ever since the opening of the big factory of Conners Bros., Ltd., of Black's Harbor, the last week in February, fisherman at Grand Manan and several boat crews from Campobello have earned good money seining and driving herring at Whale Cove and Flagg's Cove in the North Head district. As high as 200 hogsheads of fish have been reported as being taken in one seining and from 25 to 100 at other times. The price of \$10 a hogshead is very satisfactory.

Those who apparently had been notified beforehand of the change in the Canadian fishery laws regarding the free seining of herring got away to a good start, and today have already "made their whack." The free seining period will be terminated about the middle of April as weir property will be then ready to take fish in the several localities affected.

Speaking to the writer recently, a leading Campobello fisherman stated that in his opinion free seining of herring and free driving, also, should be permitted in the Fall, commencing at the 1st of October and lasting until the 15th of April. "Free seining has come to stay," he asserted, "and the days of special privilege are over, or that is the way it looks to me." The "special privilege" phrase referred to the holding of weir privileges by certain families for generations past.

Heavy Movements of Smoked Herring

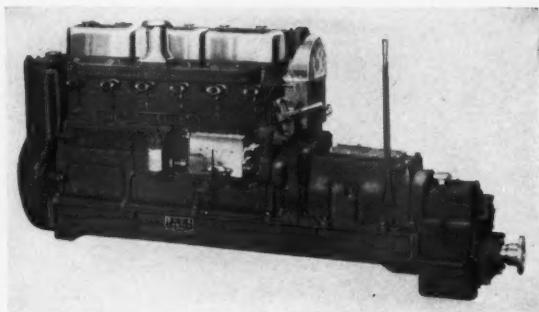
Heavy movements of smoked herring from Grand Manan featured March activities. It is believed that all the 1935 pack will be cleaned up long before the beginning of another season's operations. The much discussed and occasionally "cussed" Grand Manan Smoked Herring Marketing Board seems to be emerging victorious, and, with few exceptions, even those who have opposed controlled marketing, have been forced to admit that things have shaped up wonderfully well in recent months. Cash payments have been made for purchases of smoked herring by exporters located at Saint John, something unheard of before, or so it is claimed. Term payments, and mighty long ones at that have been the order of the day for generations, it is said. Scott D. Guptill, prominent smoked fish dealer of Grand Harbor, Grand Manan, is the manager of the local Board.

Extra Good Clam Production

The production of clams in Charlotte County this year, to date, has been extra good, due in a large measure to the absence of ice on the flats. Maine concerns at Jonesport and other places have purchased large supplies of clams from Charlotte County fishermen and the half dozen or so clam factories in the county itself have bought large quantities, too.

R. J. Conley Co. Expanding

Further expansion in the R. J. Conley Co., Ltd., the Maritime's largest dealers in live lobsters, has taken place. A large, thoroughly equipped office and store building has been built by the company at St. Andrews. Offices are on the second floor of an 80 ft. x 24 ft. building which has a cement basement the full size of the store, which occupies the first floor. A general grocery and meat business will be carried on in connection with the company's expansion policy. Conley's have added another large motor ship to its fleet; the new craft will operate between Newfoundland and St. Andrews.



New Buda-Lanova Heavy-Duty Diesel

A NEW Buda-Lanova heavy-duty Diesel marine engine for fishing craft and work boats has been developed, by The Buda Company of Harvey, Ill. The engine develops 152 hp at 1500 rpm, and is a full Diesel, 6-cylinder engine with a 5 1/4 inch bore and a 7 inch stroke.

The engine is known as the Buda-Lanova "Silver Crown" Marine Engine, Model 6-LDMR-909 C, and brings the advantages of the very low compression ratio of 12 1/2 to 1, comparable to a modern gasoline engine.

Long life to all reciprocating parts and a smooth running engine is made possible by the fact that the rate of pressure rise is well within the accepted limits of gasoline engine practice and that the engine has a maximum pressure of not over 625 lbs. per square inch.

A two-current cooling system and a nozzle design that keeps flame and fuel from striking piston or cylinder walls assures piston temperatures no higher than in gasoline engines. All reciprocating parts of the injection system are subjected to minimum wear, by a low injection pressure.

The Buda-Lanova "Silver Crown" Diesel is equipped with the simple, rugged "Capitol" reduction gear with herringbone driving pinion and mating gear, especially suited to extreme heavy work. The shafts are parallel and mounted on anti-friction bearings in a sturdy water-jacketed housing which is rigidly secured to engine bearers and piloted in reverse gear housing, maintaining accurate alignment.

"Lubal" Gives Impressive Results

OWNERS and engineers of commercial fishing craft concerned with reducing operating costs, securing greater engine efficiency, and increasing the time between overhauls, will be interested in claims made for Lubal, a fuel oil treatment which is gaining widespread use among Diesel engine operators. It is distributed by Gustavo Preston Co., Boston, Mass.

The makers of Lubal claim that it is the solution to the problem of preventing harmful carbon deposits, keeping piston rings free and exhaust valves from sticking. Lubal increases performance efficiency and at the same time, reduces fuel and lubrication costs. Lubal is manufactured for both Diesel and gasoline engines. In regular use, one gallon of Lubal is added to 425 gallons of fuel oil, to which it blends easily and permanently.

In a 275 hp., 4-cycle Diesel, in which tests were made, this unit at first used 3 gallons of lubricating oil every 24 hours, the predicted consumption of the engine builder. With Lubal added to the fuel oil, the consumption of lubricating oil was reduced to one to three quarts per 24 hours.

This Diesel has operated 120 hours each week for two years without overhaul, except that exhaust valves were ground twice. Inspections showed no carbon in the firing chamber. Such carbon as had lodged on the exhaust valve stems was soft and easily removed. Injector jets, not cratered with hard carbon as might be expected, were merely smudged and were wiped clean with a cloth.

Other striking tests have been made with comparable results. Lubal is available in 5, 10, 15, 30 and 55 gallon drums.

A QUALITY FISHERMAN'S ENGINE



— But Not High Priced

YOU can "pick up" an engine at prices cheaper than those of Buda—but to these you must add the cost of equipment and increased installation expense, and from them you must subtract the extra years of service and dependability that a true marine engine will give you. Buda Engines are complete—you have nothing more to buy. They are designed for marine service—perfectly balanced and lubricated, and with the exception of accessories, they are entirely built under the complete supervision and full control of Buda Engineers and Buda step-by-step inspection in keeping with best engine manufacturing practices of today. Only the finest materials and equipment are used.

But with all this, the long experience, large production, unusual versatility, and enormous facilities of The Buda Company enable production of a marine engine at a price within the reach of every Fisherman's pocketbook.

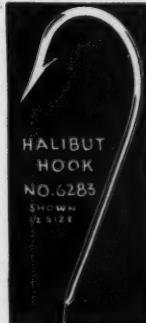
Don't buy an engine without talking to a Buda Dealer.

THE BUDA COMPANY
Marine Engine Division H
HARVEY, (Chicago Suburb) ILLINOIS

BUDA  **MARINE ENGINES**
Built for the Fisherman

Buy Your Fish Hooks with PROFIT in Mind

YOU are out to get the most profitable catches in the quickest possible time. So rig your gear accordingly, with MUSTAD Key Brand Hooks. These famous hooks from Norway are made of the world's toughest fish-hook steel. Come in the best patterns, with strongest bends, shanks, barbs and eyes, and sharp properly tempered points. They hook more fish and HOLD more. And they give long service, trip after trip. Ask your outfitter for MUSTAD hooks by NAME—



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Oslo, Norway
(Est. 1832)

Agents: Sidney R. Baxter & Co.
90 Commercial St., Boston, Mass.

The "Perfect Treatment" For Diesel Fuel Oil



ADDED TO YOUR DIESEL FUEL OIL

Cuts Oil Consumption and Reduces Breakdowns and Maintenance by

Removing and preventing carbon deposits; keeping piston rings free, sealed and lubricated; reducing wear on cylinders and parts; preventing sticky valves and stems; lubricating fuel pumps and injectors; increasing and maintaining cylinder compression. Lubal lengthens the time between overhaul periods.

Over 10,000 hp of Diesels in New England alone—on sea and land—are now operating on Lubal treated fuel oil. Added directly to the fuel—one gallon of Lubal treats 425 gallons of fuel oil. Available in 5, 10, 15, 30 and 55 gallon drums—Order enough to treat a 30 day run of fuel oil.

*Write to, or order from our Eastern Distributors***GUSTAVO PRESTON COMPANY**

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The Linen Thread Co., Inc.**Gold Medal Cotton Nets and Twines****A. N. & T. Coy Linen Nets****Manila Trawls, Burnham Lines****Sales Offices:**

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Facilities for Servicing Mackerel Fleet

BOATS of the mackerel fleet which are expected to put into Atlantic City this Spring as a result of completion of the new channel, will find adequate servicing facilities, the Standard Oil Company of New Jersey reports. In addition to the numerous ship chandlers and dealers in marine gasoline and lubricants, the Standard Oil Company has a waterfront bulk plant just inside the inlet where metered fuel oil deliveries may be made and water will be supplied.

Flying Fish for Parisians

THE chefs of Paris claim that their city is the culinary capital of the world. Alert to see that their supplies are the best, they are now using airplanes equipped with sanitary tanks of corrosion resisting Monel Metal, to carry fresh fish from the coast of Brittany to Paris.

Degnan Succeeds Mengel

JAMES R. Tranter, President of the Hill Diesel Engine Company, Lansing, Michigan, has announced the resignation of Fred E. Mengel, formerly Sales Manager, and the appointment of James M. Degnan as Sales Manager, effective April 1st.

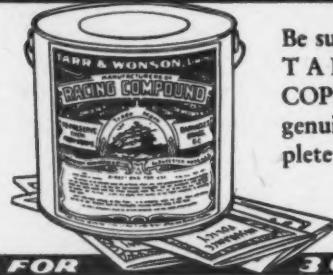
Mr. Degnan has been associated with the Worthington Pump and Machinery Corporation for the past ten years, and during the last five of these years he has been Manager of the Multi-V-Drive and Automotive Divisions.

National Can Co. Appointment

THE National Can Co., Inc., announces the appointment of H. O. Berryman as Eastern District Sales Manager, Sanitary Can Division. Mr. Berryman comes to the National Can Co. after several years with the American Can Co. as Assistant District Sales Manager at Baltimore.

Hathaway Machinery Co.

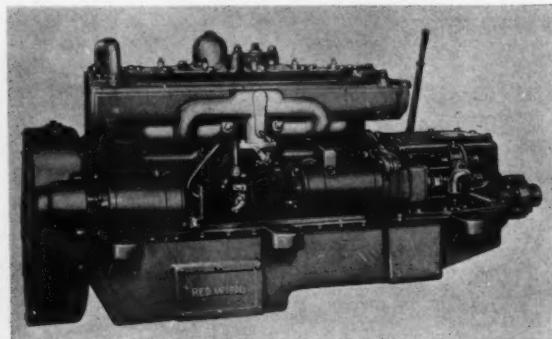
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New Bedford, Mass.**BOTTOM
INSURANCE**

Be sure to get the original TARR & WONSON COPPER PAINT. None genuine without our complete name and trade mark, the full rigged ship at sea.

FOR

3 GENERATIONS



The new "Hiawatha" gasoline engine developed by the Red Wing Motor Co. It has a $3\frac{3}{4}$ " bore and $4\frac{1}{4}$ " stroke, developing from 52 to 85 hp at 1500 to 3000 rpm. Reduction gear is optional.

New President of Murray & Tregurtha

AT the recent annual meeting of Murray & Tregurtha, Inc., builders of gasoline and fuel oil marine engines, David M. Bennett was elected to the offices of President and General Manager.

Mr. Bennett joined the Murray & Tregurtha organization in 1930, at which time he handled installation and test work. During the last six years he has occupied successively the positions of sales engineer, sales manager and general manager. Mr. Bennett, born in New Hampshire in 1891, early developed a love for engines and the sea. In 1909, he went with Alden & Sampson in Pittsfield, Mass. (The little acorn from which the mighty General Motors finally grew.) There he learned about combustion engines in general. In 1915 he entered the marine field where he learned about sea-going engines in particular.



For over 40 years Murray & Tregurtha have upheld New England's tradition of the sea, and it is Mr. Bennett's sole desire to produce engines worthy of that tradition.

A Permanent Net Preservative

AREMARKABLY efficient preservative for fish nets, used in Europe with great success for the past 20 years, is now being made available to fishermen in this country by Cuprinol, Inc., 1190 Adams St., Boston, Mass.

The preservative, Cuprinol, is a liquid, insoluble in water, which, when applied just once, preserves nets throughout their life. It adds only about 10% to their weight, does not impair their tensile strength, has no effect on their flexibility, and permits the user to store his nets without drying. It may also be used for all ropes, giving thorough protection against rot, mildew, fungus, and bacteria.

Cuprinol may be purchased in 1 or 5 gallon cans, or 50 gallon drums, and may be had in brown, green, or clear. One gallon treats 15 lbs. of nets.

Two other grades of Cuprinol are also available, one for canvas, the other for wood. Mildew and decay in sails, awnings, tarpaulins and other fabrics are prevented by the Cuprinol for canvas, while the grade for wood prevents rot and attack by marine borers.

Special booklets describing the many uses of this preservative may be obtained free of charge from Cuprinol, Inc.

The Federated Sales Service, Inc., 729 Boylston St., Boston, has been appointed by Cuprinol, Inc., to help them build up a national sales force of Manufacturers Agents. Readers who are interested in this sales franchise should get in touch with Federated Sales Service, Inc.

Kinney Clutches Installed

THE Doris F. Amero, St. Peter and American, all of Gloucester, Mass., in which new engines were installed recently, have also been equipped with sailing clutches and hauling clutches, supplied by the Kinney Manufacturing Co., 3529-41 Washington St., Boston, Mass.

New High Speed Red Wing for 1936
The "HIAWATHA" 52-85 H. P.

6-cylinder 4-cycle
 BORE 3 1/2" STROKE 4 1/4"
 Displacement 282 cu. in.
 Speeds to 3000 r. p. m.
 With or Without Reduction Gear.
 A substantially built engine for the high speed runabout or medium sized cruiser; of the most modern design and equipment, selling at the popular low price of only \$650.
 18 other gasoline models 4 to 125 h. p. Also diesel and Fuel-Oil types 35 to 200 h. p. Write for new catalog matter.

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KINNEY HAULING CLUTCH
 for trawling gear on the
SMALL BOAT

Now made in small sizes. Use the same type of clutch the larger boats use.
 Write for information immediately

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 3541 Washington St.
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Fish, Boats, Engines, Gear and Supplies

MARINE BARGAINS

65' x 16' x 5'6 Passenger and Freight boat make good dragger or motor sailer, 60 hp oil engine, built 1933, \$7,500. 35' x 9'6 Party boat like new, \$1350. 48' x 13' x 5'6 fish boat, Palmer powered, built 1924, \$1100 and many others. Friendship sloops—all sizes. Marine engines, 60 hp C-O, \$900. 70 hp Cummins Model K oil, \$1,000. 65 hp Kermath, rebuilt and guaranteed—starter, \$300, and many others. Also propellers, reverse gears, etc. Write us as to your requirements. KNOX MARINE EXCHANGE, Camden, Maine.

FOR SALE

Fishing schooner *Dawn*, 151 gross tons, 109 ft. long, 26 ft. wide. Built 1919 by J. F. James & Son, Essex, Mass., 180 hp Nelseco engine. Price about \$15,000. G. S. Gruaby, 36 Fish Pier, Boston.

FOR SALE

Fishing schooner *Catherine Graffeo*, 110 ft. long, equipped with a 150 hp engine. Owner willing to sacrifice for cash. Miss Catherine Graffeo, 98 Atlantic Ave., Boston, Mass. Tel. Lafayette 1555.

FOR SALE

Schooner Yacht *Hildegard's* mainsail, Hoist 58', Boom 74', Gaff 42', Leach 95'. Sail is hand made, of No. 0 yacht duck, seams up and down, used only 21 days. Frank F. Upson, 111 Hallock Ave., New Haven, Conn.

FOR SALE

Trap boat, two buildings, 3 floating 16 fathom traps, 2 new 16 fathom traps, 3 long leaders. All the necessary gear to fish three complete traps. Entire outfit for sale for \$4,000. Write Box FP, ATLANTIC FISHERMAN, Goffstown, N. H.

When You Ship FISH, LOBSTERS or SCALLOPS to the Boston Market FOR BEST RESULTS SHIP TO
R. S. HAMILTON COMPANY
 On the Boston Market over 30 Years
 17 Administration Building Fish Pier, Boston, Mass.

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Complete Line of Fishermen's Supplies Including
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 Complete stock carried on hand at all times

28 Hancock St. Gloucester, Mass.

Federal-Mogul Appoints Distributor

THE appointment is announced by Federal-Mogul Corporation, manufacturers of Equi-Poise and Tru-Pitch propellers, of H. W. Miller, Charlevoix, Michigan, as special field representative throughout the Great Lakes, Ohio River and Mississippi River district North of Cairo.

Mr. Miller is widely known among fishing boat, work boat and other commercial craft operators in this area, where he has represented the Kahlenberg Engine Company for several years. He will also represent the Hill Diesel Engine Company, of Lansing, Michigan.

As special field representative of the Federal-Mogul Corporation, he will give expert, individual propeller advice and service to boat operators within this area.

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